LIFE

THE FROGMAN: HIS LAST HOURS
AND WHAT HE WAS LOOKING FOR

HOW KEFAUVER KEEPS GOING

DEBORAH KERR, YUL BRYNNER
BRING 'KING AND I' TO SCREEN

20 CENTS

MAY 28, 1956

REG. U. S. PAT. OFF.

• **Baked Fish in Ketchup Sauce**—Sauté 1 cup chopped onions in 2 Tbs. butter or margarine. Stir in 1 Tbs. flour. Gradually add 1 can Heinz Consomme (undiluted) and ½ cup Heinz Ketchup. Simmer 25 min., stirring occasionally. Add ¾ cup sliced Heinz Dill Pickle. Place 1 lb. fish fillet in baking dish—cover with sauce—bake at 400° F. 25 min. (Serves 4)





Exciting new adventures in cooking

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ENJOY A WHOLE NEW WORLD of fun and flavor by using Heinz Ketchup in your cooking! It makes plain dishes great—fancy dishes *fabulous*. For here in one thick, thrifty sauce is the blended goodness of Heinz famous pedigreed tomatoes, fragrant spices and fine Heinz Vinegar. Naturally Heinz Ketchup goes farther, because it's *richer, better-tasting*. Most good cooks keep a bottle on the table at mealtime, as well. Have *you* Heinz Ketchup in your house?

You know it's good because it's Heinz!



• **Jiffy Steak Logs**—Combine ½ cup Heinz Ketchup and 1 medium onion, chopped. Spread on each of 6 cubed steaks. Sprinkle with salt and pepper. Roll, forming log—secure with skewers—broil in shallow baking pan 30 min., turning occasionally. (Serves 6)

• **Lima Bean Barbecue**—Brown ½ lb. small pork sausage links, ¼ cup chopped onion in skillet. Remove sausage. Drain excess fat. Add 2 cups cooked lima beans, drained, 1 tsp. salt, ¾ cup Heinz Ketchup, 2 tsp. prepared horse radish, ½ tsp. Heinz Worcestershire Sauce. Pour into one-quart casserole. Top with sausage. Bake at 350° F. 30 min. (Serves 4)



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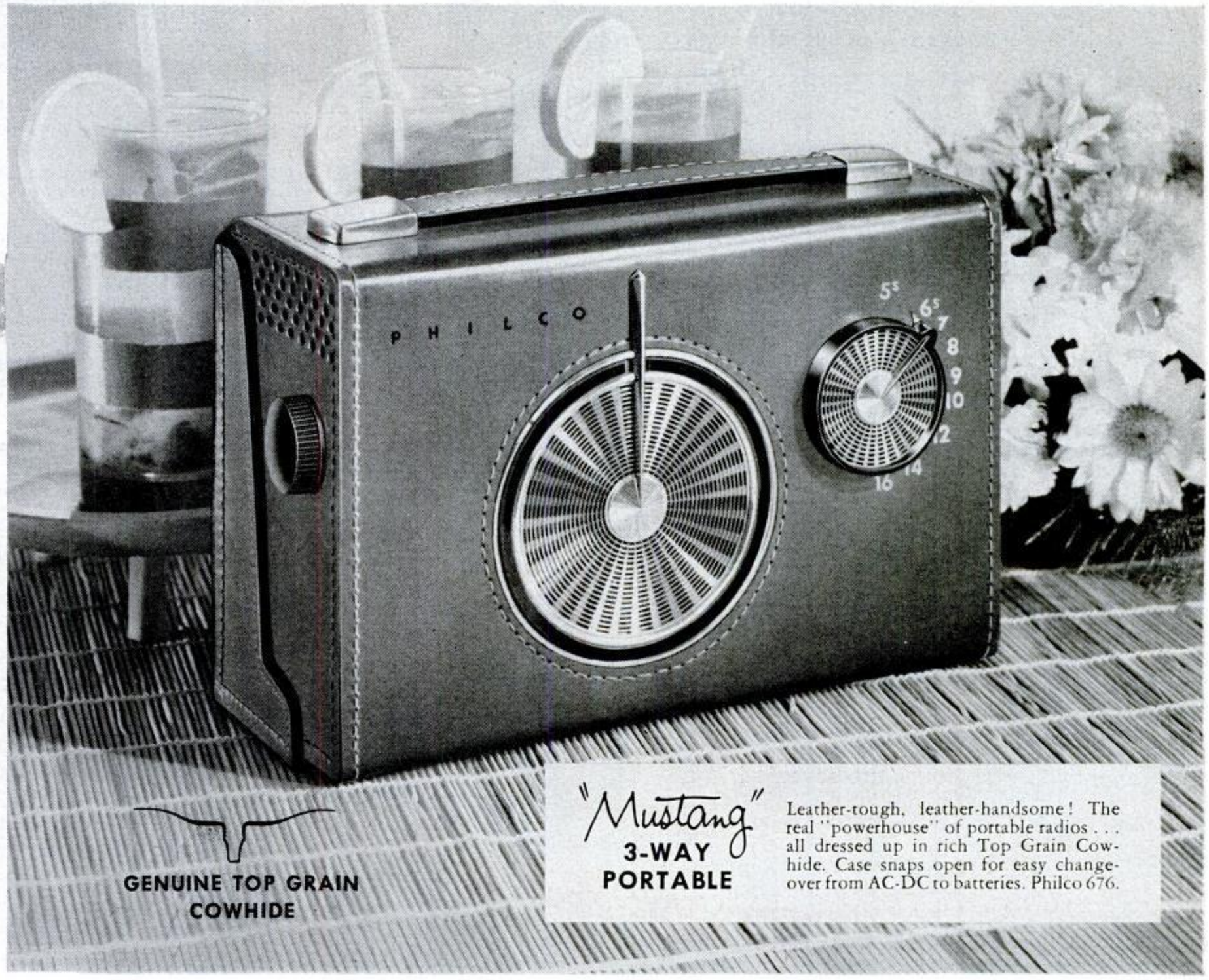
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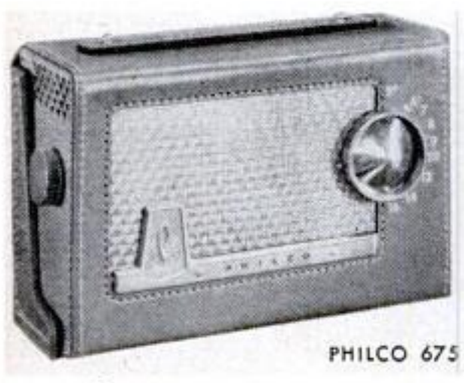
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Vol. 40, No. 22

LIFE

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May 28, 1956

Russia's popular arts 128

LIFE presents a photographic report, the first of two, on Russia's mass production methods for satisfying public interest in the arts.



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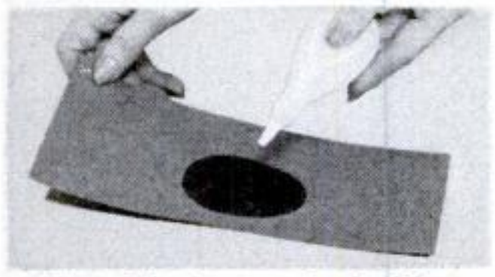
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The Minute Men. *Standing prepared together the "Minute Men" of Lexington formed the first united front against threats to American liberties.*

How today 10 million of us guard our homes against financial dangers

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Credit unions operate under a simple, practical plan. The members save their money together a little at a time whenever they can. Saving is encouraged and made easier by the convenient location of the credit union (usually right in the plant or office) and by good returns on the money.

But the greatest service of the credit union is to provide a ready source of helpful credit. A means by which people working together can improve their living standards without getting into financial difficulties. Loans are made at low cost. In addition to borrowing for emergencies, members find it's cheaper to use a credit union loan and handle purchases with cash.

The entire credit union idea is democracy in action—people working things out together with dignity of spirit. Management, labor, church and government all heartily endorse credit unions. Anyone employed by a company with 50 or more employees, or belonging to a church, lodge or other group can help get a credit union started. (In some areas 100 are required.)

One person informed about credit unions can be the instrument of great good to himself and others where he works or lives. If you are an employer, the encouragement of a credit union can be a great help to your company.

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MOTOROLA-COLOR TV

TO TURN ON A COLOR SET, you just push a button. Beauty cascades into the room.

To *make* a color set is not that easy. So complex are these electronic marvels that many top manufacturers have been content to let a few lead the way.

Motorola decided long ago that its goal of the finest in home entertainment would inevitably call for the finest in Color TV. This has led to what is possibly the most fanatical dedication to the intricate science of color the industry has seen.

"More to Enjoy" is more than a slogan at Motorola. It is a way of life. We call it the "more-factor," and it is built into every product that bears the Motorola name.

So, whether it's Color TV or black-and-white, radio or hi-fi, you are entitled to look for and get more in quality, performance, value, and beauty wherever you see the name "Motorola."

THE NEW MOTOROLA® BLACK-AND-WHITE TV

Many electronic discoveries resulting from pioneering in Color TV are already built into the new Motorola black-and-white sets—and at no increase in price. It stands to reason that the more exacting precision required to keep several colors in sharp focus can give you a far clearer, sharper picture on your black-and-white set.

See for yourself how much more to enjoy there is in a set from Motorola, world's largest exclusive electronics manufacturer.



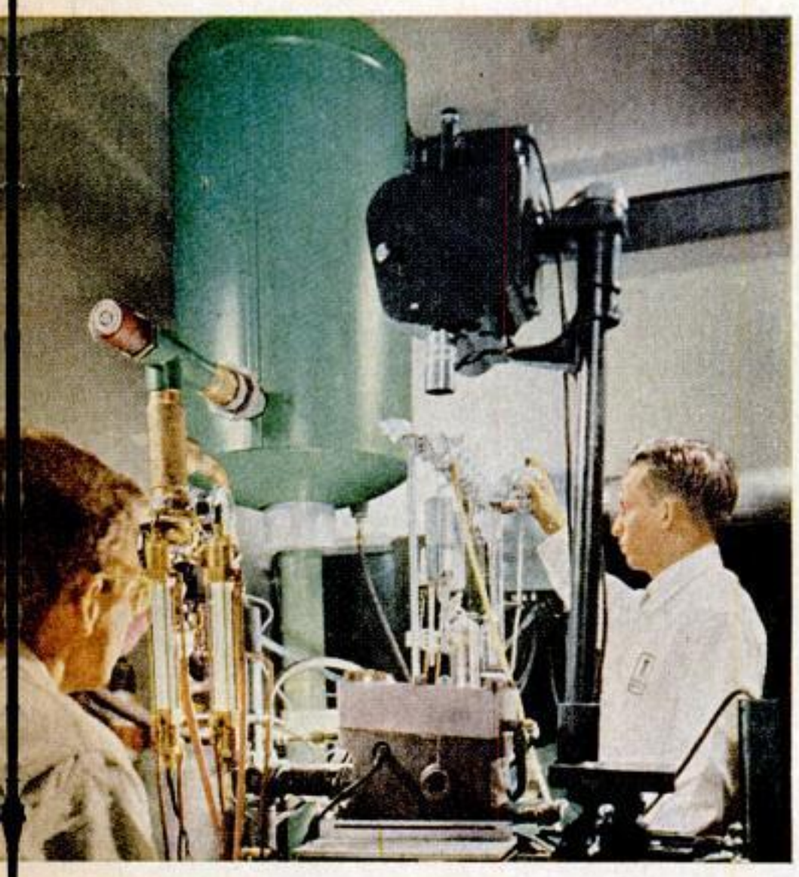
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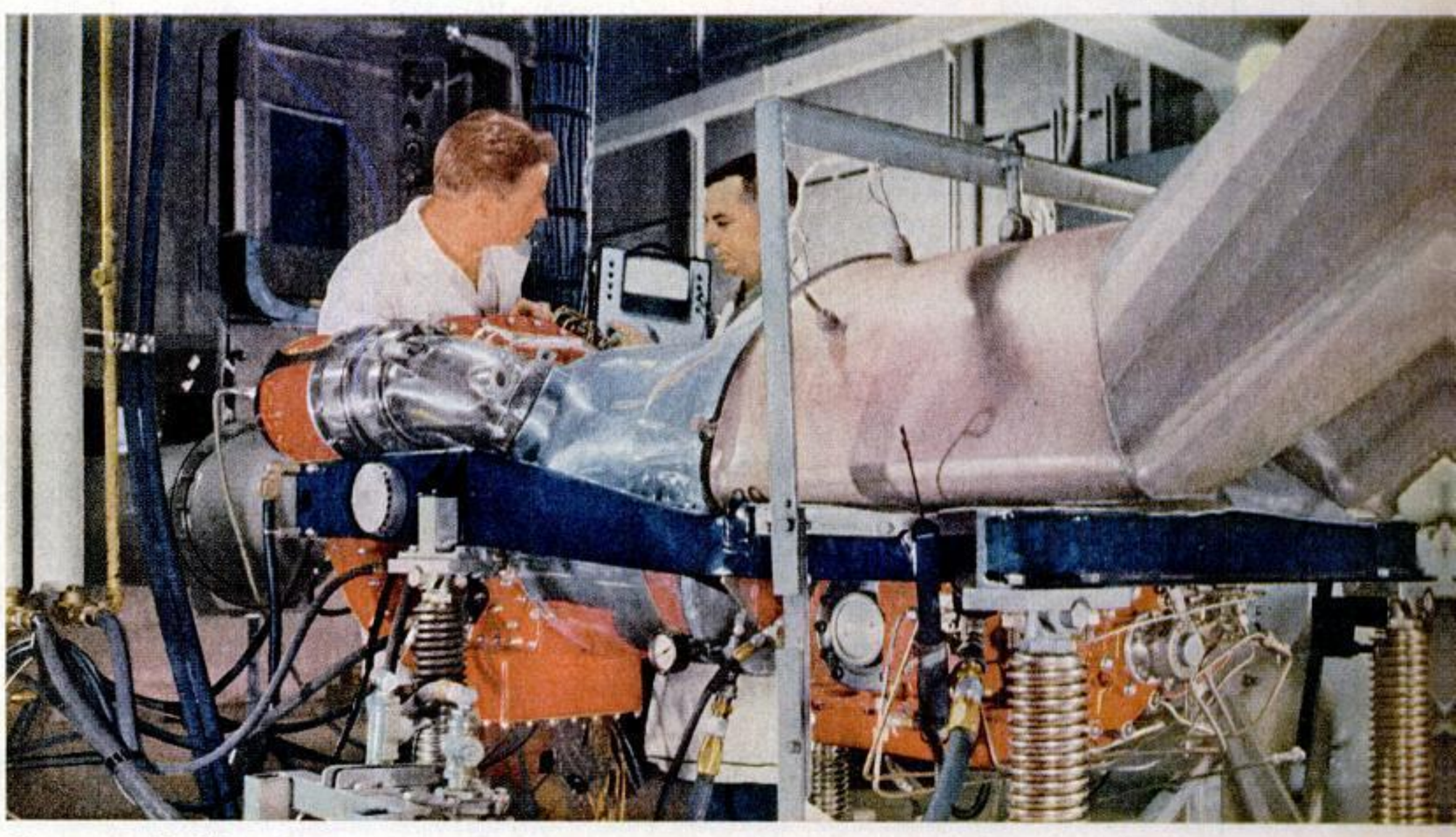
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At this new Technical Center we



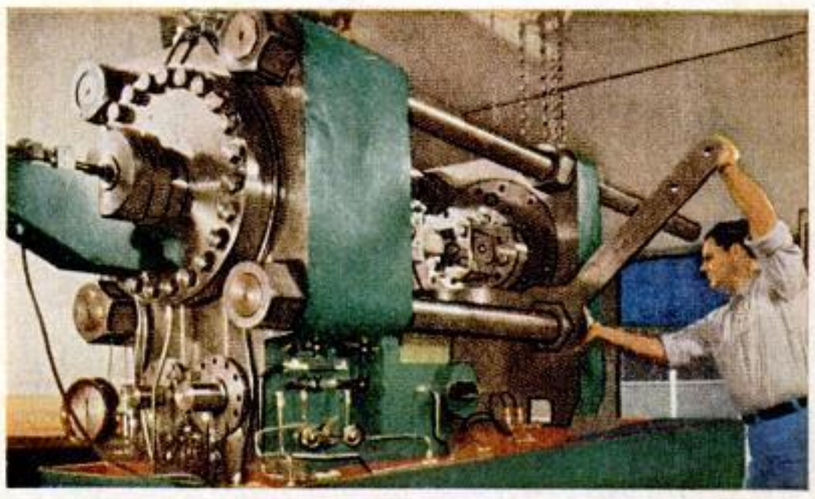
Probing for Engine Progress: General Motors Research men keep seeking to make today's piston engines more efficient. Here, a high-speed camera peers through a quartz window cut into an experimental one-cylinder engine—increases knowledge of combustion.



Pioneering the Way in Power: The problem of perfecting the automotive gas turbine engine requires a deep knowledge of thermodynamics, painstaking design, new metallurgy, skilled craftsmanship, and the most advanced testing facilities. Above, GM Research men are hard at work on the highly promising Whirlfire GT-304 gas turbine engine, used in the experimental laboratory-on-wheels—Firebird II.



Sculpting the Shape of the Future: Over a thousand stylists and technicians at the vast new Technical Center are working to shape the future in automotive and other product design. Above, the rear section of the Firebird II is being sculptured in plaster during preliminary design stages.



Testing Metals for Tomorrow: This huge fatigue-testing machine tests metals for ability to stand up under punishment. The new Technical Center has one of the world's most elaborate experimental foundries, where metallurgists produce better metals for the world of tomorrow.



New Horizons in Health: In laboratories like this, GM scientists engage in many projects seldom identified with industrial arts. These include such humanitarian developments as the first mechanical heart and the Centri-Filmer for purifying vaccines.

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Left to Right: Main Research Building, Service Building, Manufacturing Development Building (behind water tower), Engineering Building, Styling Building and Styling Auditorium Dome facing 22-acre lake, focal point of GM Technical Center.

welcome the challenge of the future

WE HAVE JUST dedicated one of the most far-reaching industrial projects ever undertaken by an American business.

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As such, through Research, Engineering and Styling it helps make next year's automobiles, home appliances, Diesel engines and our other products better than this year's models.

Beyond that, at the Technical Center men of inquiring minds are delving into the unknown in search of new materials, new forces, new techniques that will maintain America's technological leadership for generations to come.

Here scientists are rearranging molecules and repatterning alloys to produce sturdier metals, more efficient lubricants, more powerful fuels.

Here engineers are experimenting with ways and means of adapting these discoveries to the production of more useful things for the public.

Here stylists are plotting new designs that will insure greater beauty, comfort and convenience in the shape of things to come.

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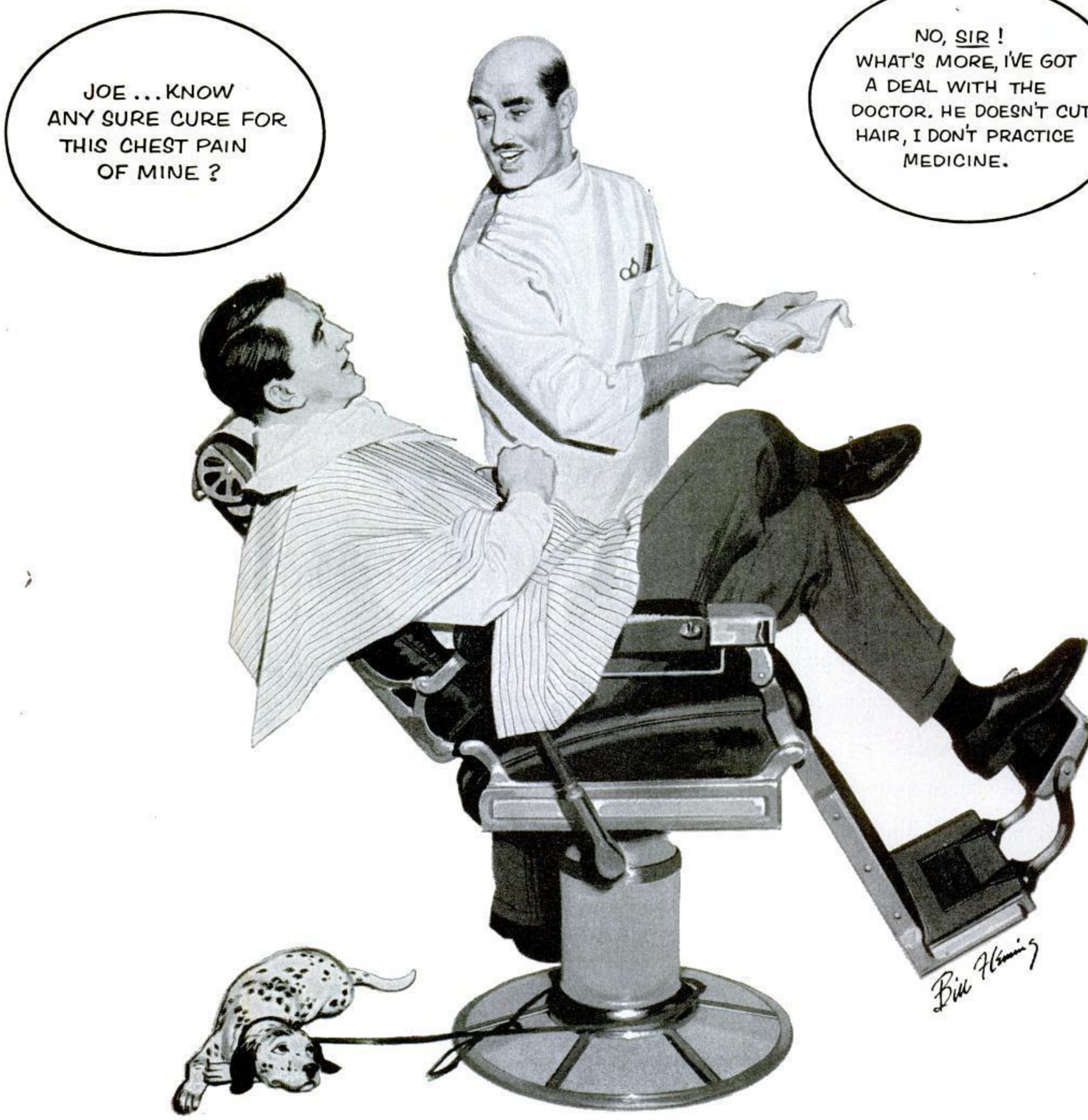
Thus equipped, General Motors welcomes the challenge of the future. We hope to open new fields of knowledge that will help to build an even more dynamic and prosperous national economy—and attract more and more young people to technical careers.

in technical progress

GENERAL MOTORS

leads the way

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We don't know whether Joe's remark was meant to be merely a part of his usual witty chatter.

But we do know *this*: there's some mighty shrewd wisdom in what he says. And yet, even today, far too many of us pin our hopes on medical advice from this or that unqualified source.

No matter what your trouble is—a persistent cold, a recurring headache, taut nerves—it never makes sense to stay away from the doctor on the chance that someone will turn up who knows "the very latest thing" for your trouble.

So, if you've been feeling none too good day after day . . . if some ache or pain nags at you time after time . . . don't rely on any sort of home treatment, or listen to someone whose hobby is giving free medical advice.

Take a friend's word, if you wish, about almost any other problem that comes along, but don't let anyone other than your doctor advise you about your health. You will save time and money in the long run.

Today, more than ever, getting *prompt and proper* medical care may well represent one of the biggest bargains of your life.

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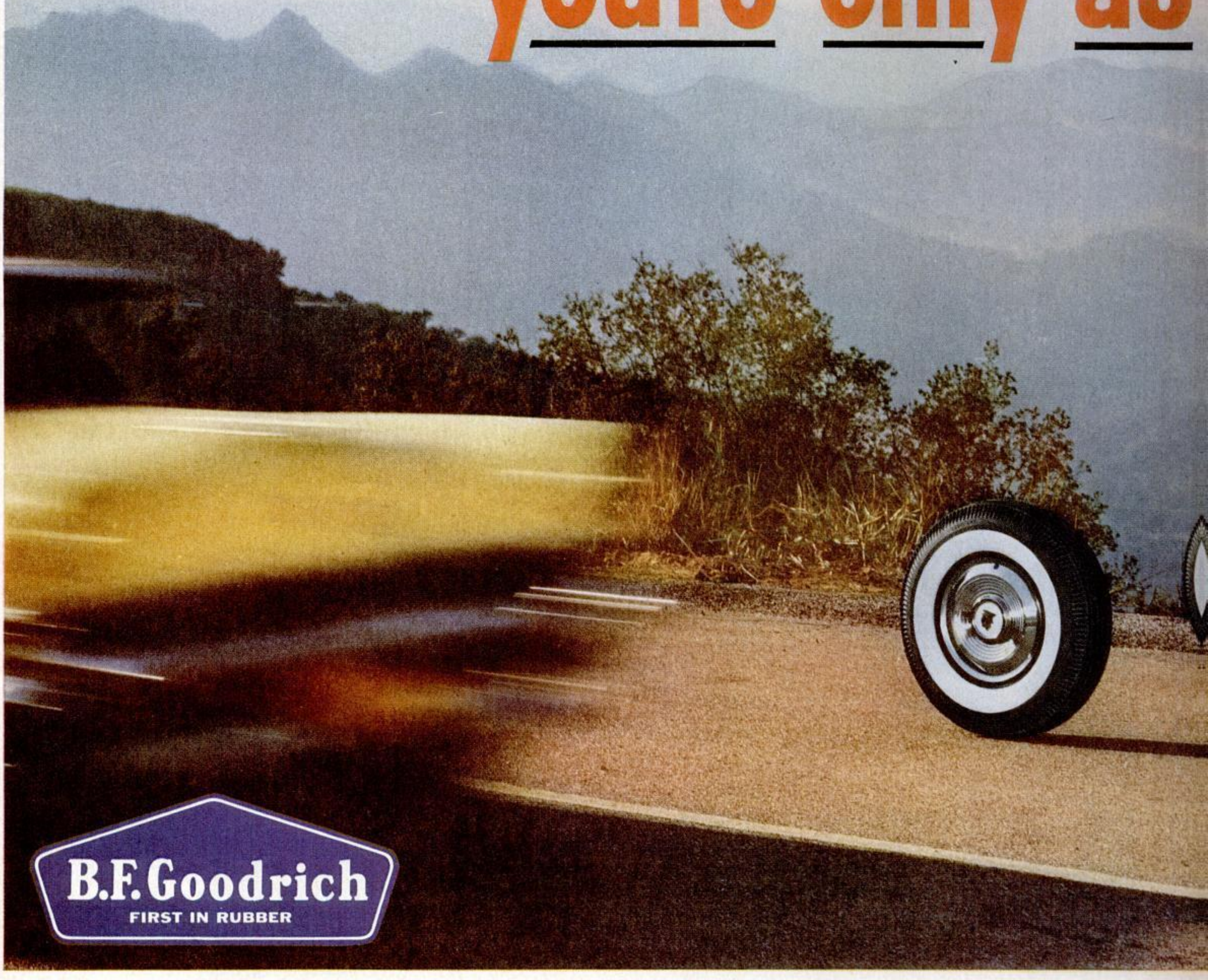
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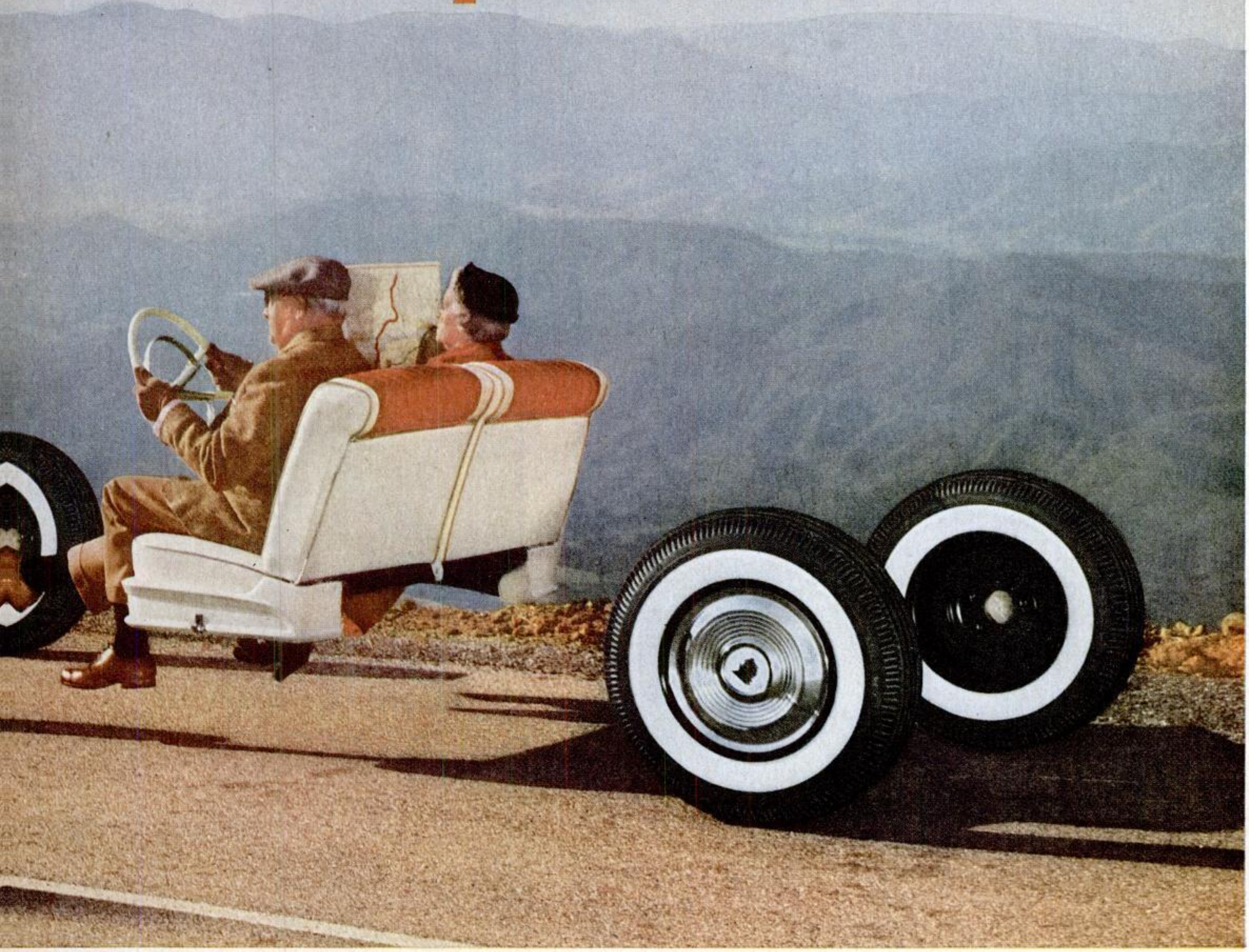
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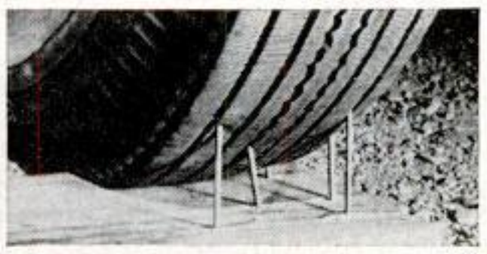




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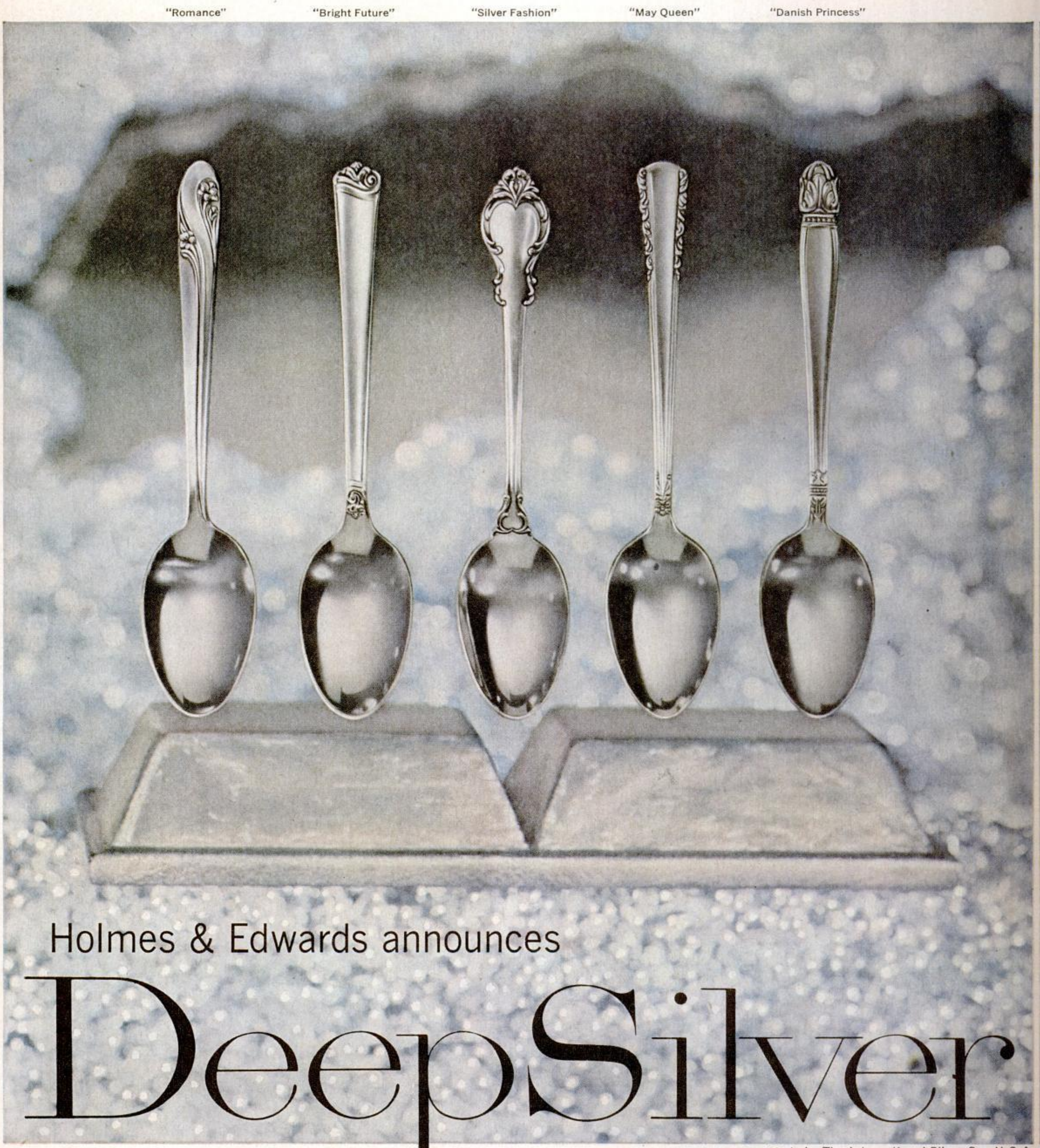
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Holmes & Edwards announces

DeepSilver

Made by The International Silver Co., U.S.A.

A new concept in silverware . . . a new standard of quality!

DeepSilver is news because it makes price no object. Lavished with more silver than any other silverplate on earth . . . inlaid with sterling at touch points of most-used pieces . . . it compares only with solid silver! Service for eight, $100.

International sets the loveliest tables in America

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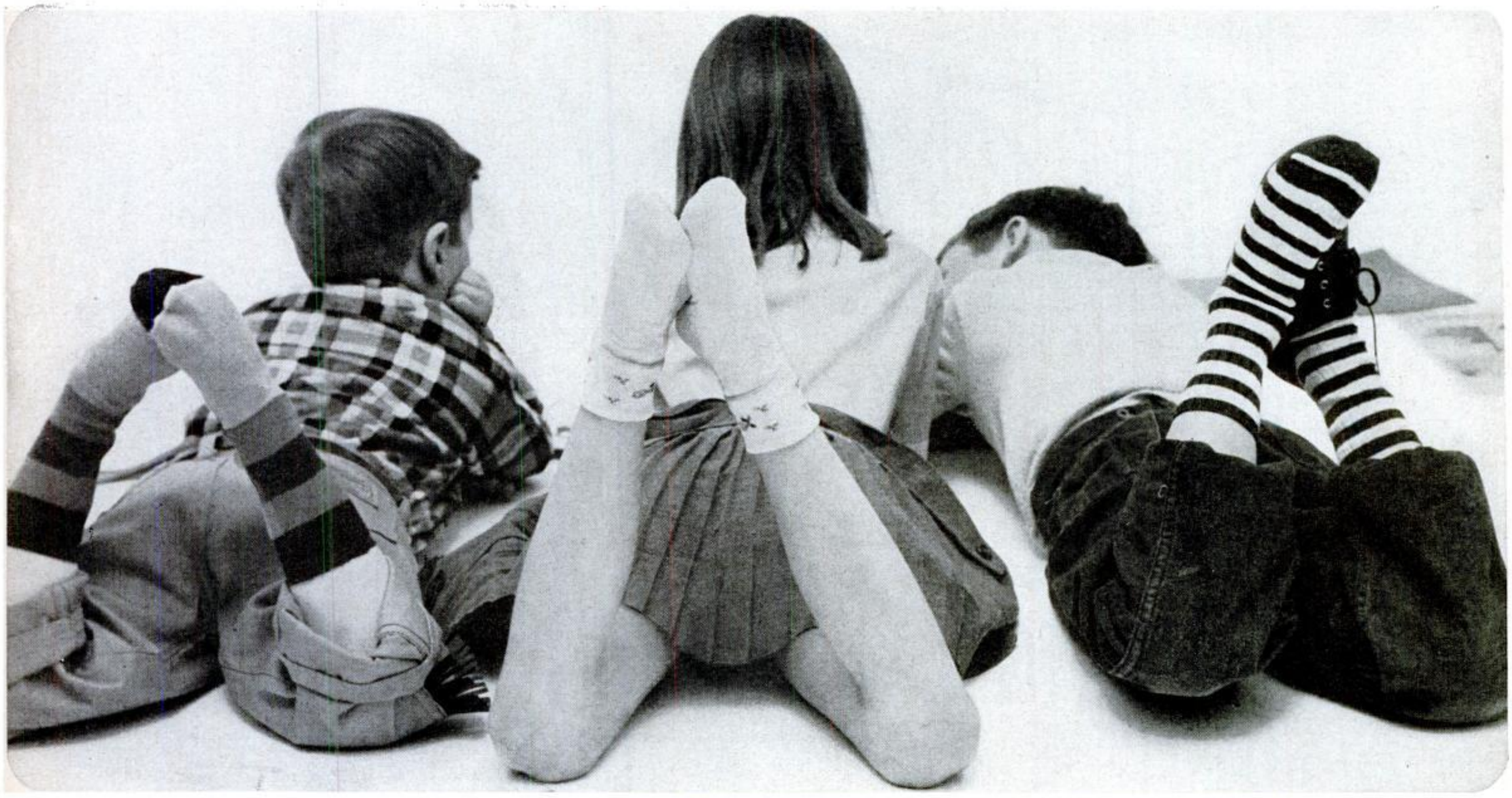
Gives blouses and dresses
fresh new beauty



Adds extra comfort and
service to socks



Makes the most comfortable,
long-wearing underwear



*Reg. U. S. Pat. Off. The Trade Mark for combed, mercerized cotton yarn that must meet high Quality Control standards set by Durene Association of America, 350 Fifth Ave., N. Y.

It's Durene mercerized cotton yarn—and it's the most absorbent, good-looking, shape-holding cotton that ever kept you happy from head to toe!



The Professor says: Science proves Durene cotton yarn provides greater comfort all day long and all year long than most other cottons and all man-made fibers. On garments of any make, look for this label: DURENE*

The cotton yarn that makes a science of comfort

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WITH DE SOTO PRESIDENT L. I. WOOLSON AT THE WHEEL, THE DE SOTO FIREFLITE PACE CAR MAKES FIRST TEST RUN AT INDIANAPOLIS MOTOR SPEEDWAY

DE SOTO SETS PACE AT INDIANAPOLIS "500"

255 hp De Soto paces 33 of America's fastest race cars at the 40th annual running of the Indianapolis "500"

Thirty-three of America's fastest racing cars paced by a 255 horsepower De Soto Fireflite convertible—that's how things shape up for the 40th annual running of the Indianapolis 500 mile Memorial Day race.

Pacing the "500", a demanding chore at best, requires instant response and performance from both driver and car. At one crucial point during the starting lap the stock model De Soto Pace Car will be called on to accelerate from 65 to over 100 miles an hour in a matter of seconds, a neat little trick that "brickyard" pros call "flatting her out."

During its pre-race trial runs the big 255 horsepower De Soto Fireflite impressed track officials with its effortless handling and high speed cornering over the 2½ mile oval. Commenting on De Soto's selection as Official Pace Car, Indianapolis Motor Speedway President, Tony Hulman said that De Soto was the unanimous choice of the track committee because of its "outstanding performance and superb handling characteristics."



PRECISION PUSH-BUTTON CONTROL located on the instrument panel at the driver's left. The new Push-Button drive selector (a mechanically operated direct-to-the-transmission control) is standard equipment on all Fireflite models. To select desired driving range (or neutral) you simply touch a button.



THE STRICTLY STOCK De Soto Pace Car is a standard model 255 horsepower De Soto Fireflite convertible. It features Push-Button driving, "Full-Time" power steering and "Feather Touch" power brakes.

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HIGH

HIGH

ABOVE THEM ALL!

...in excitement!

...in spectacle!

...in fire, flesh and fury!

HECHT AND LANCASTER present

BURT LANCASTER TONY CURTIS

GINA LOLLOBRIGIDA

TRAPEZE

Directed by CAROL REED

Produced by JAMES HILL

IN CINEMASCOPE COLOR by De Luxe

Also Starring KATY JURADO · THOMAS GOMEZ · With JOHN PULEO · MINOR WATSON · Screen play by JAMES R. WEBB · Adaptation by LIAM O'BRIEN · A SUSAN PRODUCTIONS INC. Picture · Released thru UNITED ARTISTS

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For 161 years . . . one formula, one family, one purpose . . .
the world's finest bourbon . . .

The name is Beam

AMONG the great distilled spirits of the world — as cognac is to brandy, fine bourbon is to whiskey; each represents the meeting of singular conditions of land and climate, natural materials, and inspired skills.

From colonial times the westward-moving settlers found in the rolling hills of north central Kentucky the very land to make fine whiskey.

Here, from the ancient, underlying limestone of the region, flowed sweet, clear water, the *sine qua non* of fine bourbon.

On the neighboring valleys and plains flourished the needed grain — corn — American as the Indian and the eagle — whose rich golden note is bourbon's dominant theme, rye and barley to fill out its harmony.

Here, too, grew the stands of white oak, the last and perhaps most important material element in the making of bourbon. For it is in the barrels of this cantankerously-tough wood, freshly charred by the cooper's flame, that nature and slow time contrive to give bourbon to the world.

Such was the land, such were the materials that Jacob Beam found in 1795. And here, though already famed as a distiller in the East, he perfected his art. For the making of fine bourbon is truly an art — forever separated from the exactness of science and the aspirations of mass production methods by skills that are personal, intuitive, indefinable . . .

What was Jacob Beam's bourbon like? We know *exactly*—for the Beam Bourbon of today is made to his same formula, by the same methods, in the same region, to the same standards. It was, and is a bourbon of great finesse . . . neither light nor heavy — but rather a mellow baritone of a bourbon — distinctive, *not* because it is different but because it is perfect.

While the quality of the Beam Bourbon of today owes much to the careful preservation and adherence to Jacob Beam's original formula and methods, it perhaps owes more to the fact that today as for over 161 years, it is the Beams who make BEAM.

Visit the Beam distillery nestled among the wooded Kentucky hills and you will have this feeling inescapably.

Walk through the distillery with T. Jeremiah Beam, 5th generation head of the house of Beam. Ask him why Beam painstakingly begins the fermentation of each new vat of mash with fresh "jug yeast" — rather than by other generally accepted methods that save both time and money. Mr. Beam will make a brief technical reference to "acid accumulation" but the *real* reason, one feels, is contained in the words, "we think it makes a better bourbon."

"We think it makes a better bourbon" — not exactly snappy as slogans go, but it sums up the Beam way of making bourbon. "Slow fermentation" process? Takes longer, yields less, costs more. Why does Beam use it? "We think it makes a better bourbon." And thus it is with all Beam ways — the very location of the distillery — out of the main line of national communication, *but* near (on top of, in fact) the modest crystal spring without whose limestone water Beam Bourbon would not quite be Beam quality. And then there are the hills that crowd in on three sides — these, too, a priceless asset to the Beams.

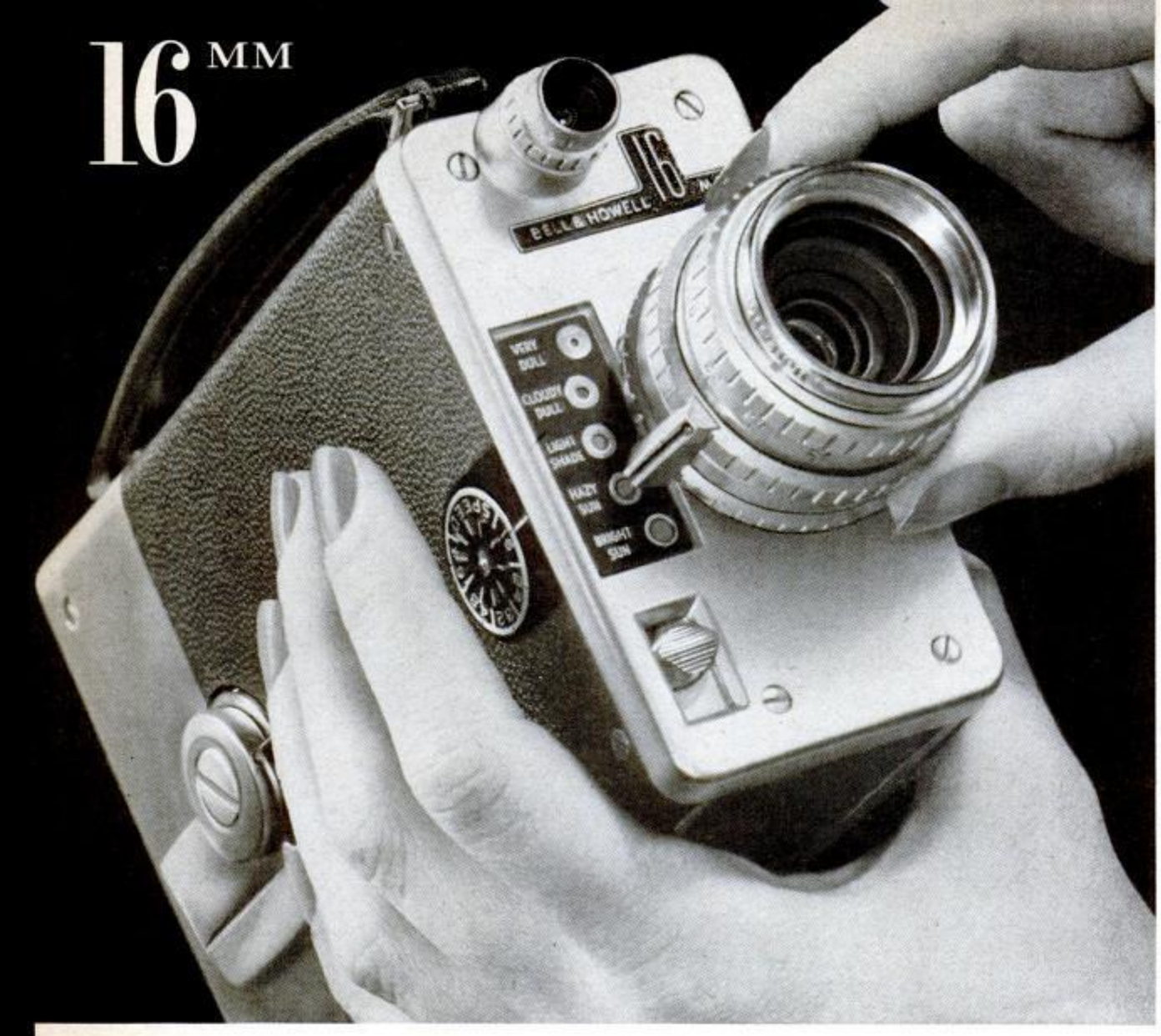
For on the hills, above the damp valleys, exposed to the Summer sun and Winter winds, stand the many-storied, slab-sided, unheated aging storehouses. Here, barrel after barrel, tier on tier, rising from slatted floors to just beneath the high peaked roofs, the Beams set their bourbons to mature. In this unique hilltop aging process which no weather-controlled warehouse can reproduce — each barrel spends its allotted time at a different level of the storehouse. How much and where is another Beam secret.

Hilltop aging is arduous, exacting, costly — yet it is here — within each barrel — the slow rhythm of the hours and days, the seasons and the years freely works its magic in the pure Kentucky air. Here the oak of the forest, the grain of the field, the chill of winter, the summer's heat and the wisdom, skill and patience of dedicated men — create Beam Bourbon.

James B. Beam Distilling Co.,
Clermont, Kentucky.

We invite you to try BEAM'S PIN-BOTTLE — a limited bottling of rare Kentucky straight bourbon whiskey (eight or ten years old, 86.8 proof) with built-in Pin-Point Pourer for your convenience.

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Now perfect movies are extra easy!

ALL YOU DO IS DIAL

New 200-S Auto Load 16mm Camera. Now features exclusive Bell & Howell Sun Dial that makes perfect movies easy as snapshots. Uses film magazine—loads in seconds. Has f/2.5 Sunomatic lens and five speeds including slow motion. See the Auto Load at your dealer's. **$174.95**

Famous 220 Wilshire 8mm Camera. It's as easy to use as it is to buy. Bell & Howell's Sun Dial does it. Just set the camera to suit the sun, sight and shoot. Has sharp f/2.5 Comat lens, giant viewfinder, all-metal case. One winding lasts six average scenes. Yours for only **$39.95**

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Now! Shave as you go... Shave where you please!

NEW 2-IN-1 REMINGTON WORKS IN CAR AND HOME!

There's never been an electric shaver like it. Wherever you go, whenever you want it—enjoy the smooth comfort of a man-sized shave.

Make the *Auto-Home* your constant summer travel companion. It's a boon. At home or on the road, you get a peach of a shave at the flick of a switch. You feel fresh, look fine—any place, any time!

Remember, the famous Remington 60 DeLuxe is the only electric shaver with six rows of Diamond Honed Cutters. That, plus exclusive Contour-glide cutting action, means a masterful, magical shave. It **cuts clean as a whistle**, quick as a wink—each and every time!



WORKS IN CAR
Comes complete with handy adapter. A fast, clean, comfortable shave is as close as your dashboard lighter.



WORKS AT HOME
One shaver does the work of two. At home, simply reset switch and plug in for a smooth peach of a shave.

CHOICE OF MODELS:
6 VOLT & 110 VOLT
12 VOLT & 110 VOLT

Deluxe black-and-gold travel case comes complete with cigarette lighter adapter and cord.



NEW *Remington 60 de luxe*

AUTO·HOME

Remember the Remington Guarantee. Try any model on our 15 Day Free Trial Plan. If you don't get better shaves than with your present shaving method—you get your money back. See your local dealer today.

Watch "What's My Line" and "Caesar's Hour" on network TV. Sponsored by **Remington Rand** Division of Sperry Rand Corporation

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SEALS
AS IT ROLLS!

There's a world of difference between tires that are merely puncture "resistant" and The General Nygen Tubeless Tire which *seals as it rolls*. And you can withdraw the puncturing object without losing a single pound of air!

This is priceless protection in traffic and at night. And a wonderful convenience anytime. Call on your General Tire Dealer for a demonstration.

THE GENERAL TIRE...GOES A LONG WAY TO MAKE FRIENDS

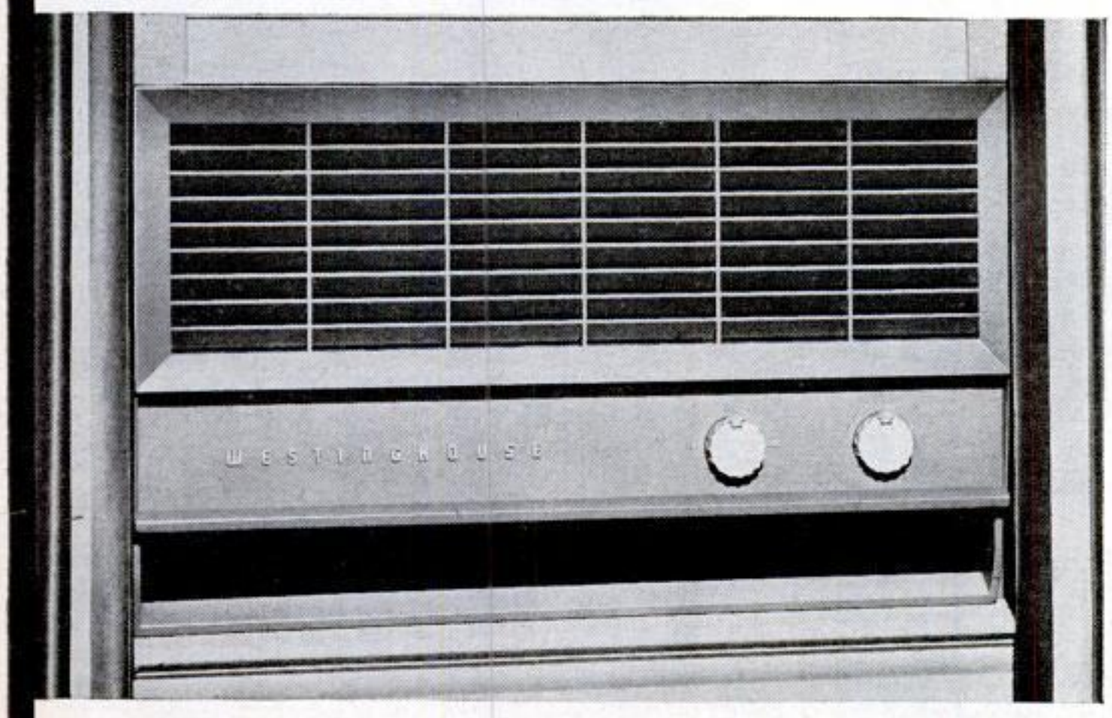
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Now! For millions who thought their homes couldn't be Air Conditioned

NEW 1956 Westinghouse "SUPER SEVEN"

Low-cost ¾ HP Air Conditioner runs on normal house current!



At last! You can enjoy air conditioning—without expensive special wiring! New Westinghouse "Super Seven" gives high-efficiency cooling on regular house current . . . uses 40% less electricity than ordinary ¾ HP units . . . takes less current than your toaster!

And Westinghouse offers you this for so little money—many dollars less than you'd expect to pay!

"Super Seven" is powerful enough to cool an average living room or large bedroom! *Built-in Automatic Thermostat* keeps room at *any* comfort-level you like. *Single Switch Control* is easier to operate. Efficient *Fiber Glass Filter* cleans the air of dust, dirt and pollen. Styled, too, for modern living . . . with *True Flush Mount* for no bulge in drape-line . . . beautiful Alpine Gray finish . . . sleek, trim design.

Don't let inadequate wiring or high installation costs stand between you and the coolest, most comfortable summer of your life. See the new "Super Seven" at your Westinghouse Dealer's today!

AS LITTLE AS **$3.08** *A WEEK* after a small down payment.

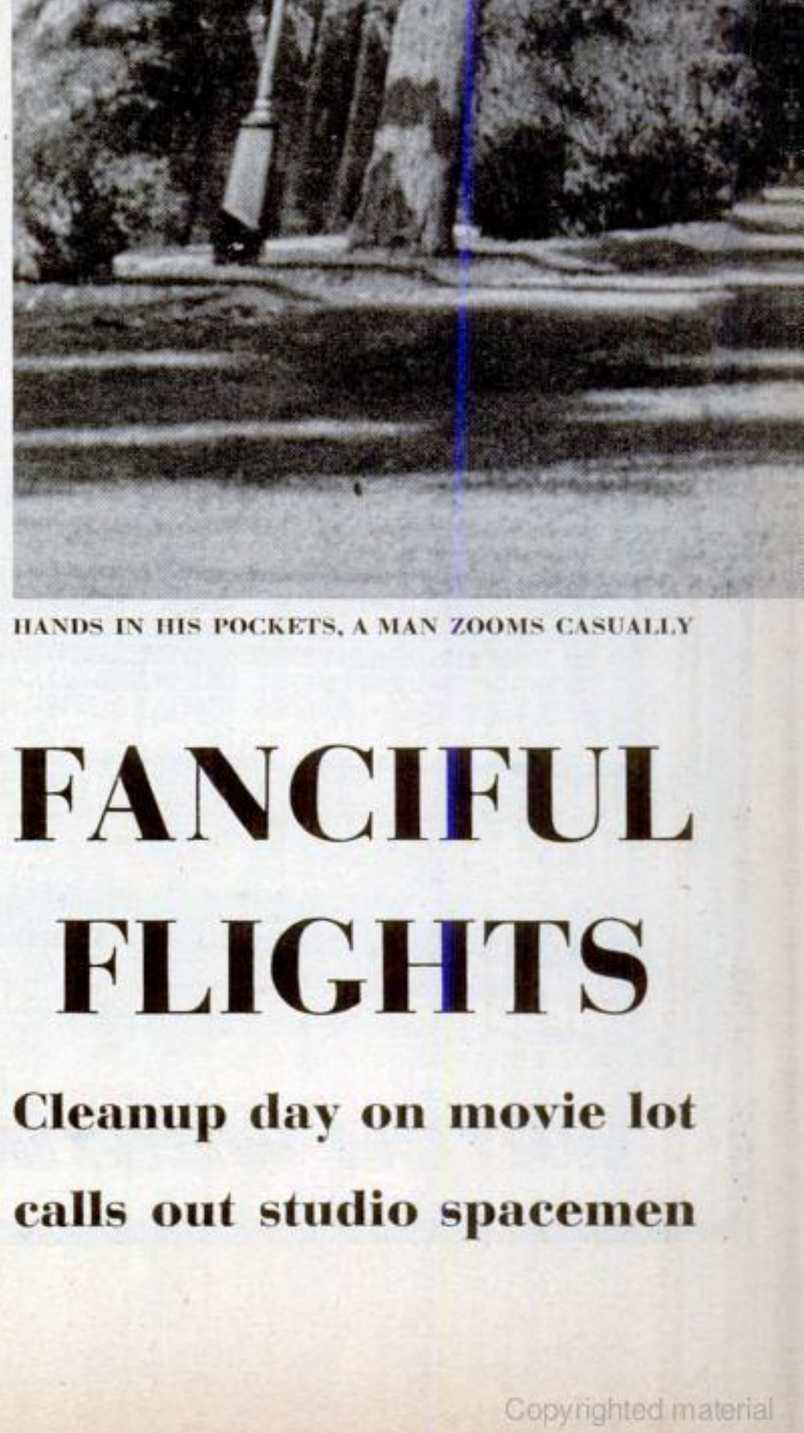
WATCH WESTINGHOUSE

*WHERE **BIG** THINGS ARE HAPPENING FOR **YOU!***

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CAREFULLY BALANCED, A WORKER WALKS A TAPE MEASURE TIGHTROPE ACROSS THE WESTERN HILLS



HANDS IN HIS POCKETS, A MAN ZOOMS CASUALLY

KNEELING ON NOTHING, SCRUBMAN EXAMINES SOCIETY FOLK AT OPERA FOR DIRT AND DETERIORATION



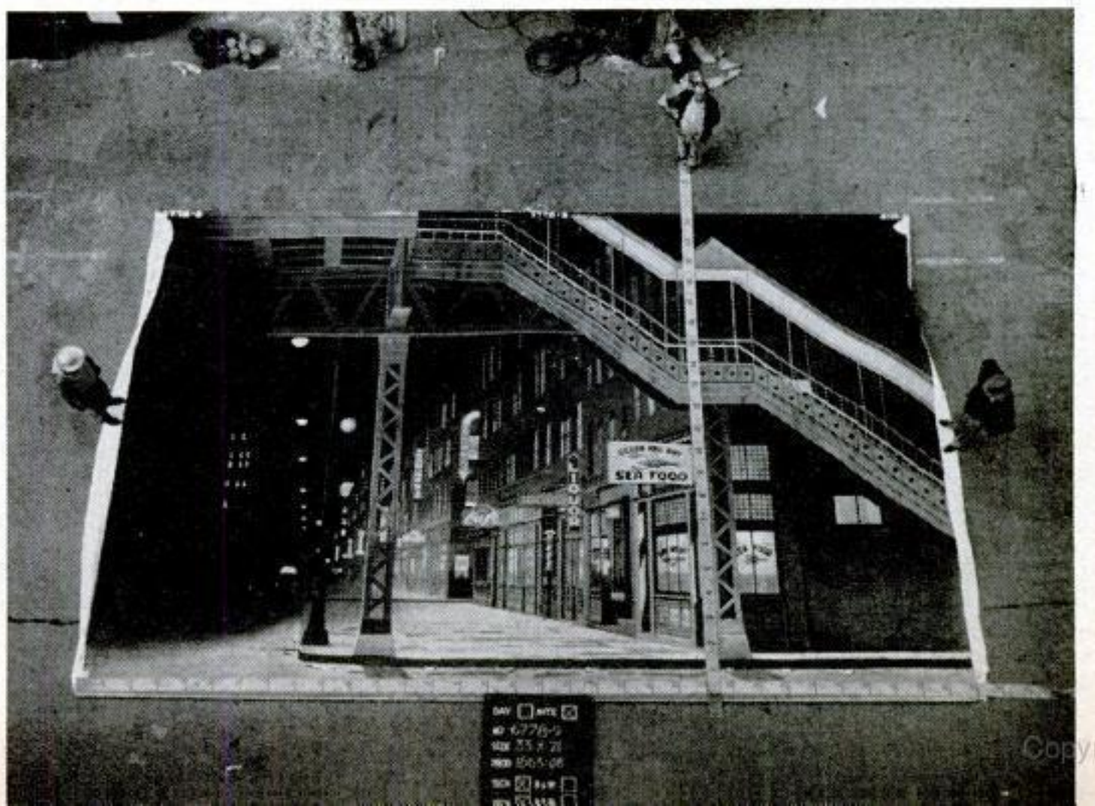
FANCIFUL FLIGHTS

Cleanup day on movie lot calls out studio spacemen

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THROUGH VALLEY OF TREES IN WHAT MIGHT BE A PHILADELPHIA SUBURB

OPTICAL DISILLUSION COMES WITH VIEW OF BACKDROPS FLAT ON GROUND



Miracles happen casually in movieland—for instance, the aerial adventures which are taking place in the hills, groves and opera house shown in these pictures. For the people employed in the movie studios' prop departments, this sort of thing goes on without notice. It is all part of their day's work of taking care of the scenery against which movies are shot. But for LIFE's Allan Grant, touring on the M-G-M lot, it was an invitation to hang out of a top floor window and shoot down to catch some of these weird and wonderful moments.

The scenes, as the picture at right shows, are huge movie backdrops, up to 30x100 feet in size. Once they have served their purpose in the film for which they were painted, they are taken down and spread out on the pavement outside the paint shop. Men clean and touch them up. Then they are measured, photographed, rolled up and filed away for future use.

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LETTERS TO THE EDITORS

QUEST FOR QUALITY SCIENTISTS

Sirs:

Congratulations are in order for President Killian of M.I.T. for his proposed program to maintain American educational leadership in the production of scientists and engineers ("A Quest for Quality in Scientists," LIFE, May 7). Congratulations to LIFE too for the picture coverage that dramatically called attention to the Killian article.

The establishment of massive scholarship programs in science and engineering *will*, indeed, help America to maintain its leadership in these fields. We know it because we've tried it at The Cooper Union.

EDWIN S. BURDELL
President

The Cooper Union for the Advancement
of Science and Art
New York, N.Y.

Sirs:

The thoughtful attention given in the picture essay on M.I.T. to the crucial task of educating engineers and scientists was not only gratifying to the Institute but to many people concerned about the problem, as has been indicated by the letters I have received.

LIFE was remarkably successful in capturing the spirit of M.I.T. but it is unfortunate that their pictures of our extensive varsity sports program could not be used. Our weekly work load is not 55 hours, as you stated, but closer to 25, which leaves time for many extra-curricular activities.

J. R. KILLIAN JR.
President

Massachusetts Institute of Technology
Cambridge, Mass.

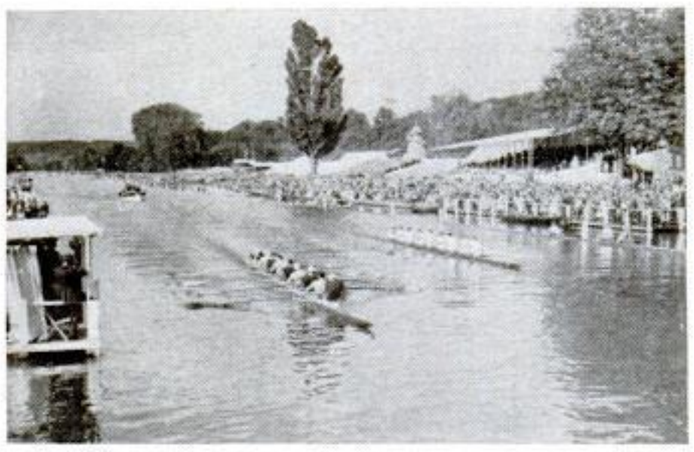
● LIFE should have said that a 55-hour working week included not just time in class and laboratory but also time spent studying.—ED.

Sirs:

We undergraduates of M.I.T. were very pleased to have our institution featured in LIFE magazine. But we wish you had given credit to our varsity sailing team and our lightweight crew (*below*) which are the international champions in these sports.

JACK ROSENFELD, '56

Massachusetts Institute of Technology
Cambridge, Mass.



● M.I.T. crew (*left*) wins Thames Challenge Cup. One thousand five hundred students participate in 18 intercollegiate sports offered by M.I.T.'s athletic department. M.I.T.'s lightweight crew won the Challenge Cup at international crew races at Henley-on-Thames, England in 1954 and 1955 (*above*).—ED.

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Sirs:

The smashing success of your article and your mention of croquet as a competitive pastime has transformed croquet at M.I.T.

The new rules differ somewhat from those of the classical game. The match proceeds at a sprint, using the best competitive skills of rugby, soccer, lacrosse, hockey, polo and squash.

The staff of *Voo Doo*, the magazine of contemplation which invented the new game, demonstrated it fiercely to an institutewide convocation in the Great Court on May 8 and was received with great enthusiasm.

VOO DOO SENIOR BOARD

Massachusetts Institute of Technology
Cambridge, Mass.



NEW STYLE CROQUET AT M.I.T.

Sirs:

It is indeed a pity that you did not have the space to give full credit in your recent article to the fine intramural embroidery society here at M.I.T. When rain dampens the croquet lawns, the fellows often repress their fierce competitive skills and substitute a zest for the more intricate delicacies of the embroidery hoop.

WILLIAM KOHLBRENNER

Cambridge, Mass.

Sirs:

No college yells? I give you one example which should be familiar to any first-year calculus student:

E to the X du dx, E to the X dx
Cosine! Secant! Tangent! Sine!
3 point 1 4 1 5 9!
Square root, integral, u dv
Slipstick, slide rule, M.I.T.!

ROBERT W. DOBBINS

Cambridge, Mass.

THE WRETCHED LOT OF THE POOR FOOT

Sirs:

In one single issue reaching millions of readers you have done more to preach the gospel of feet to a nation of foot sufferers than we 8,000 chiropodists can do in a year through our own local and vocal efforts ("The Wretched Lot of the Poor Foot." LIFE, May 7).

From the bottom of my heart, thank you.

EDWARD E. OSBERG, D.S.C.

Albany, Ore.

Sirs:

The shoe, like a person's hat, is only an article of clothing. It doesn't make any difference what hat you wear when your mind is sick; so, too, it doesn't make any difference what shoe you wear when your feet are sick. Shoes do not cause or cure foot conditions. It's standing that is the cause of foot trouble.

DR. PAUL J. MCCABE
Surgeon Chiropodist

Wilkes-Barre, Pa.

Sirs:

Corns, shmorns! Who cares if the feet hurt, just as long as we look gorgeous!

ELINOR SCHOBACK

Los Angeles, Calif.

THE CASE FOR A FRIEND IN NEED

Sirs:

Mr. Clarence Randall's article ("The Case for a Friend in Need," LIFE, May 7) is an outstanding picture of a courageous people's attempt to advance from the horse-and-buggy days to the atomic age in one big step.

H. R. BOOSE JR.

Arlington, Va.

Sirs:

Your article on aid to Turkey just proves one thing —450 years of violence and plunder has driven from what was once a seat of learning and industry all the decent and industrious people. Now, even with U.S. billions and the Clarence B. Randalls, the Turks are bankrupt. The Turks simply lack the so-called homely virtues—not material resources. Let us not waste our resources on them.

ANN LAWRENCE

Belmont, Mass.

Sirs:

I've just returned from serving 14 months in Turkey and am impressed and pleased with your timely article on that great country.

ELDON C. WAHLBRINK

St. Louis, Mo.

McCULLOCH'S PUSH-BUTTON PARADISE

Sirs:

How inconvenient that Mr. McCulloch did not ingeniously install a push button on his Lazy Susan to flip his sun bathers over ("McCulloch's Push-Button Paradise," LIFE, May 7).

M. ACHILLI

Rockford, Ill.

Sirs:

What a wonderful house millionaire McCulloch got for his money! He has all he wants under one roof—shoes, a gym, a steam room, a maid's room, two bars! The children? Oh, they're in another building. Maybe it's just as well; the children might press the wrong button and find themselves served with a martini instead of milk.

FREDERIC J. MASBACK

Syracuse, N.Y.

NINE SAILORS NOW ARE FOUR

Sirs:

There was sadness within my heart as I read your article on the kidnaping of the five Russian seamen ("Nine Sailors Now Are Four," LIFE, May 7). I recognized Mikhail Shishin and Victor Ryabenko as two of four Russians I met in a bar in Washington, D.C. last February. Only one admitted to speaking English, but all were warm and friendly in communicating with our party. They all gave an emphatic "no" to our query if they were going back to Russia. We exchanged goodbys and as we left, saw them talking to another party. That was our last impression of them—gay and happy. I wonder if they're happy and laughing now behind the Iron Curtain.

ROBERT S. CHING

College Park, Md.

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Griller Diller !

. . . that's what barbecue enthusiasts call A.1. Sauce! It's so marvelous for all outdoor cooking—helps to tenderize, adds zesty herb-and-spice richness, gives a special flavor lift! Prove it with this recipe:

Recipe from Western Hills Hotel, Fort Worth, Texas



5 tablespoons A.1. *Sauce* — *2 tablespoons brown sugar*
8-ounce can tomato sauce — *2 tablespoons salad oil*

Mix ingredients and bring to boil. Brush sauce on halved broilers, place on grill, cut side down. Grill slowly about 25 minutes, or until tender, turning and basting often with remaining sauce, till chicken is crackling crisp and brown. Then call the crowd for chicken that's a real thriller diller! Outdoors or indoors, as a "pour-on" or a cooking ingredient—A.1. Sauce has a matchless flair for making foods exciting. How's *your* supply? Better put A.1. Sauce on your shopping list today!

Cooking's fun with **A.1.**

THE A.1. SAUCE COMPANY (DIVISION OF HEUBLEIN), HARTFORD, CONN.

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It stands alone
There is one whiskey that stands alone in the hearts and minds of millions. Each passing year serves to increase its reputation as the finest of all bourbons.
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Today's doctors agree—

It's not how long you sleep—

but how well!

Ever wonder why even *long* sleep can leave you utterly exhausted?

Doctors say the cause could be simple as shown in multiple exposure photo above—a mattress that won't let you really relax, no matter how long you lie abed—a mattress that makes you toss and turn in search of sleep.

It may be too soft or too hard, too springy or too saggy. Maybe it's old, lumpy, hollowed out—or irritating to allergies. No wonder morning finds you miserable!

Meanwhile, millions with AIRFOAM mattresses awake refreshed and revitalized—*often in less sleeping time!*

You'll find some reasons why listed at right. They add up to the most practical aids to deeper, sweeter, more restoring slumber modern science can provide. Goodyear, Airfoam Dept., Akron 16, Ohio.

Why your best days start the night before—*with AIRFOAM:*

Relaxes tension zones – The natural uplift of AIRFOAM buoys up tense muscles, permits complete relaxation.

Firm support *all-over* – Strongest where weight is greatest, the AIRFOAM mattress "floats" you to sleep on an even keel.

Avoids rest-wrecking allergies— AIRFOAM can't generate dust, lint and fluff to excite common allergies, rob you of sleep.

Stays fresh, smooth, without turning— AIRFOAM "breathes" fresh air with every motion – stays inviting, sleep-inducing.

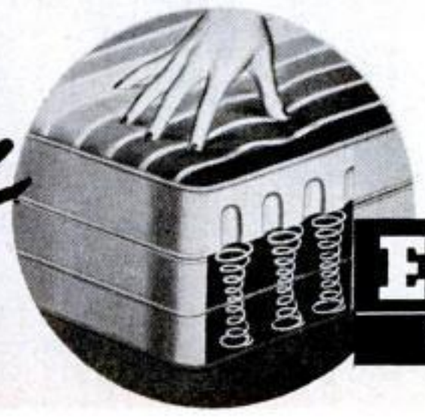
Holds shape for life – Scientifically molded *all-one-piece*, there is nothing in AIRFOAM to loosen, sag, snag or break down.

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"School's out...and away we

The family's together, and these are days for climbing in the car and turning to the sun, for deepening family ties and the pleasure of shared experiences.

These are days to be enjoyed, and your Travelers man can help you enjoy them. Through his wise and friendly counsel, you can free yourself from many concerns about the future . . . and truly achieve American Family Independence.

With a balanced program of insurance, you can safeguard the values of your home and car—all your precious possessions—against accidents, fire, theft. And, looking ahead, you can provide for your children's education, your own retirement through Life insurance.



AFIELD or in your own backyard, the summer is yours to enjoy. You and your family have more places to go and things to do than ever before, more leisure time for these sunny, abundant hours.

These are days, too, for freshening not merely your own outlook, but your awareness of the deep meaning of the life you share with your family.

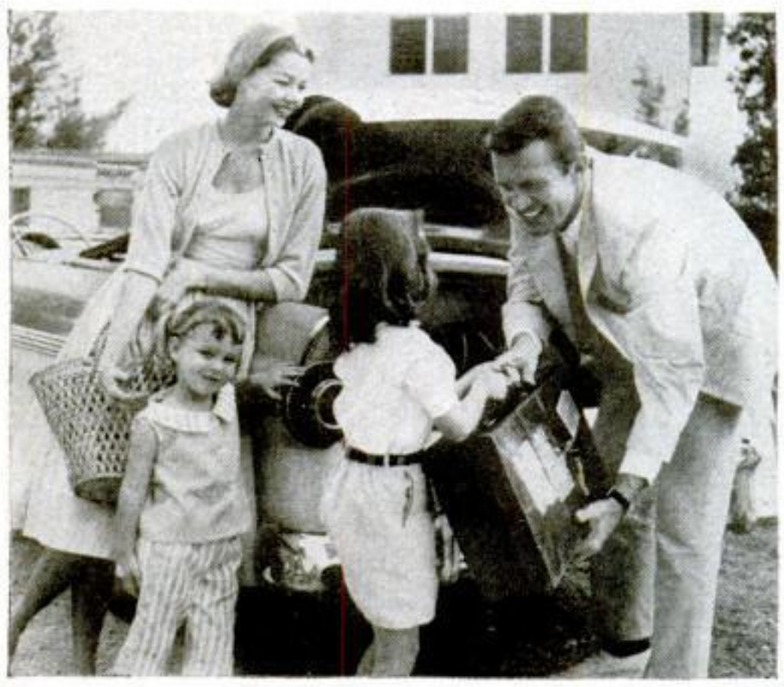
That's why, right now, many a man and his wife are inviting their Travelers agent into their home. They know he can help them achieve American Family Independence, for their summertime and their whole lifetime together.

As a man carefully fitted for his job by training and experience, your Travelers agent can help you work out a program of security to fit your needs and means.

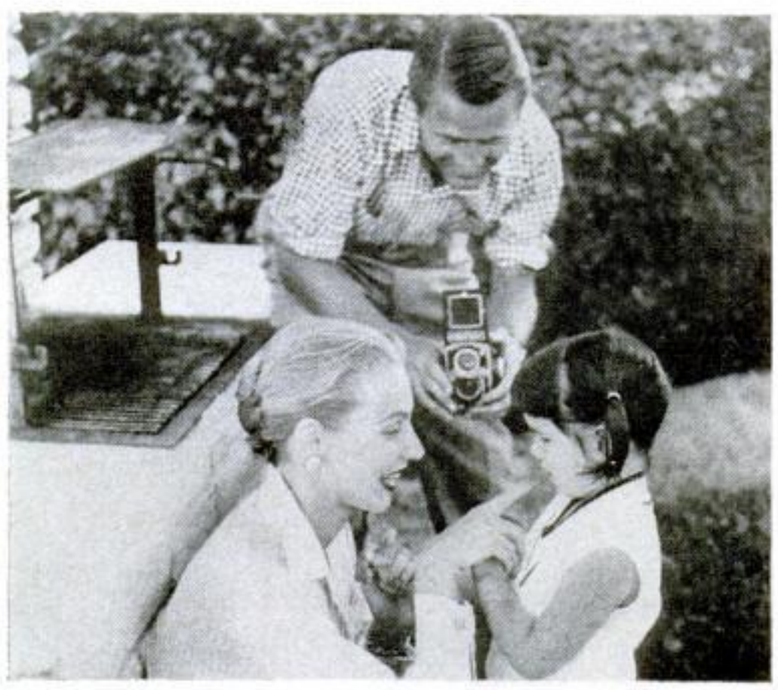
For example, if something happens to you, Life insurance can provide an outright cash payment, *plus* a monthly income until your children are grown. And you can make sure there will be funds for college and retirement and reserves for unexpected emergencies.

This summer, why not have the full measure of fun that comes with family security? To start on your way to American Family Independence, all you need do is phone your Travelers agent or broker.

Remember: The Travelers man represents the company that offers *all kinds of insurance.*



This family knows it can count on its Travelers Automobile insurance to cover liability, collision, fire or theft. And it can depend on the fastest service wherever and whenever it is needed.



This man has safeguarded his home through Travelers Mortgage Redemption insurance. And his balanced insurance program also protects his possessions against fire, burglary and many other hazards.

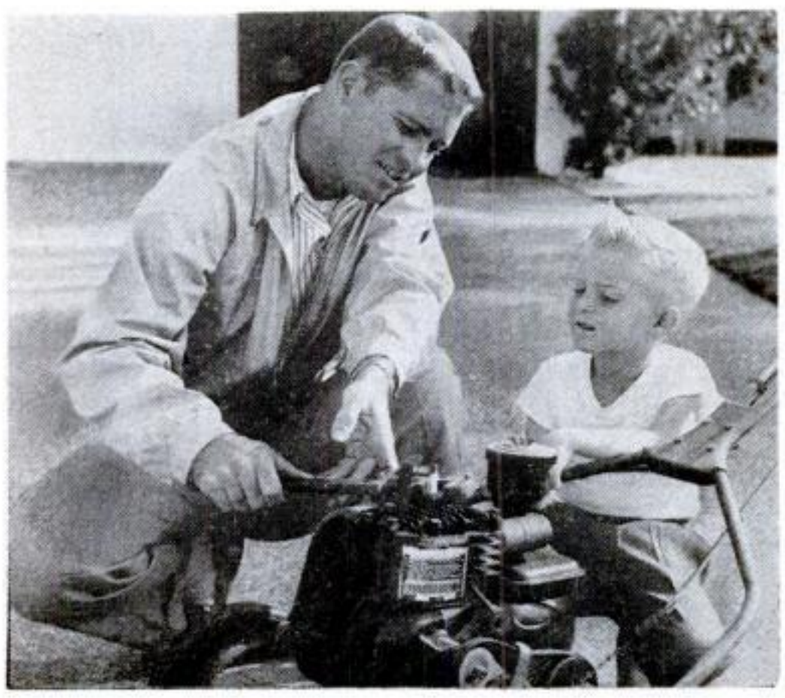


The personal affairs of this family are as shipshape as the boat they sail. Thanks to their Travelers Accident and Sickness insurance, there will be funds for proper care should the unexpected happen.

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go!”





Little things may go wrong, but what's important is that the *big* things are provided for. This father's Travelers program provides for college and retirement years, protects his family if death should occur.

Your home-town Travelers agent can show you the way to American Family Independence

THE TRAVELERS

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All forms of personal and business insurance including • Life • Accident • Group • Fire • Automobile • Casualty • Bonds

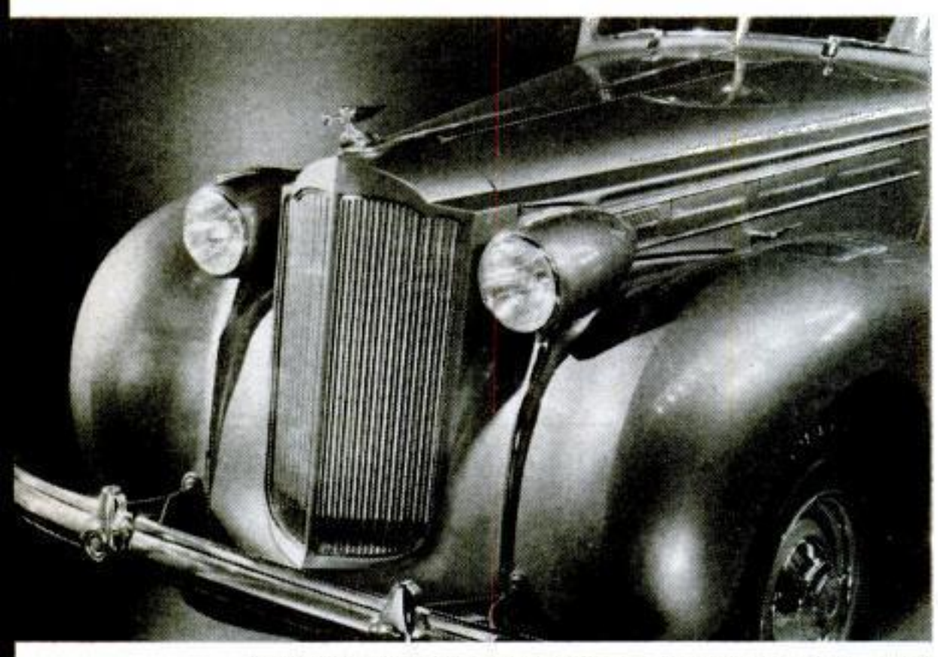
AMERICAN FAMILY INDEPENDENCE · THROUGH THE TRAVELERS ·

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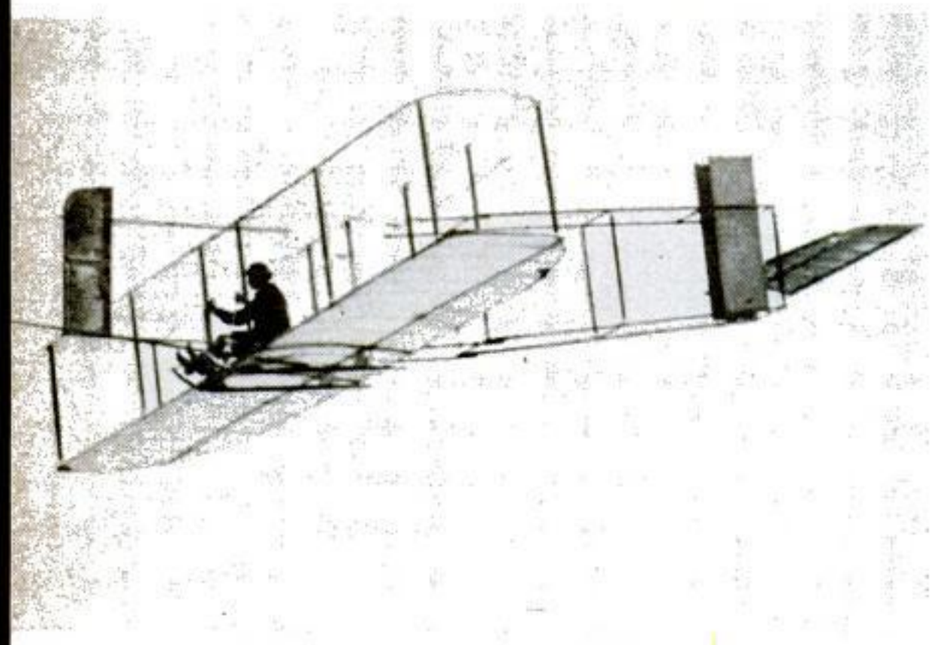
MEMORIES STIRRED BY MERGER TALK



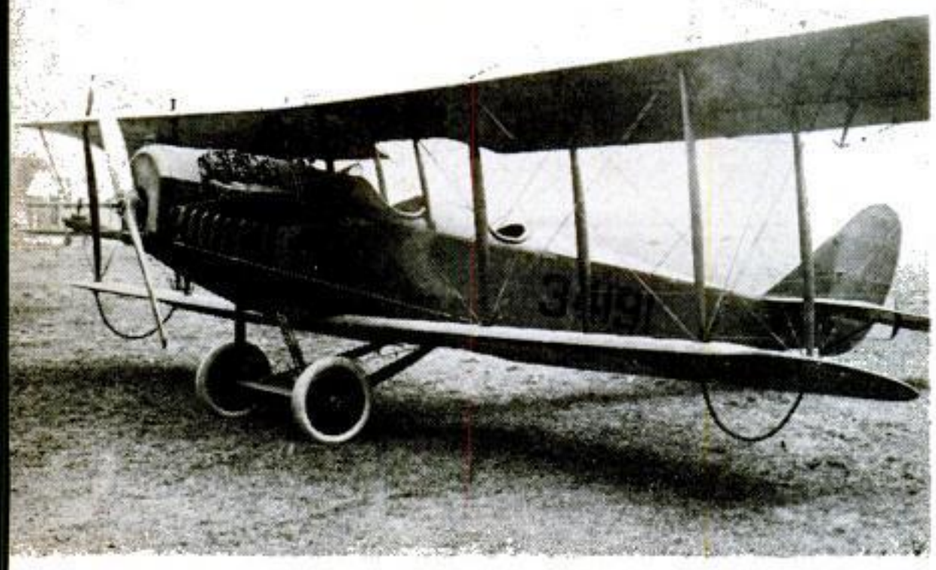
EARLY STUDEBAKER WAGON, sturdy vehicle, adorned sheet music of *Wait for the Wagon* in 1884.



CLASSIC PACKARD GRILL, shown here on 1938 model, helped make line a leader in high-priced field.

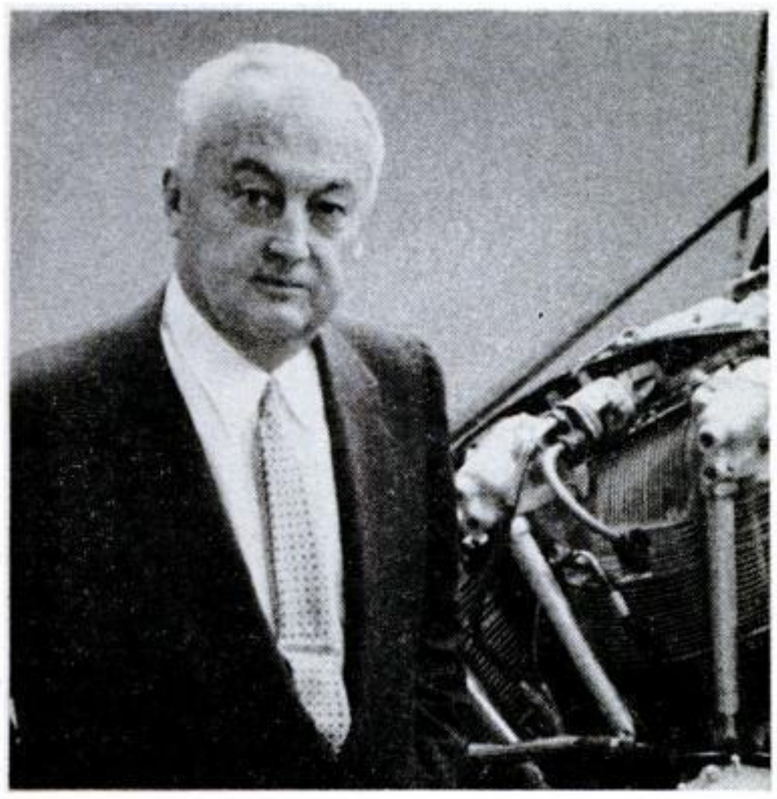


HISTORIC WRIGHT PLANE, piloted by Orville Wright, made first flight at Kitty Hawk in 1903.



FAMOUS CURTISS PLANE, Jenny, had top speed of about 75 mph, was trainer for World War I fliers.

LIFE
Vol. 40, No. 22 May 28, 1956



PROSPECTIVE BUYER, Curtiss-Wright's President Roy Hurley, displays company's prize turbocompound engine.



WORRIED MAYOR, Detroit's Albert Cobo, who says that auto unemployment is critical, follows progress of merger.

AMID CAR SURPLUSES A FIRM IN REAL TROUBLE

A troubled man with a briefcase full of plans for a critically ill company stalked the shadowed canyons of New York's financial district last week. James J. Nance, president of the Studebaker-Packard Corporation, was seeking a money transfusion to save his company. In a desperate spot, as one appeal after another failed, he at last had a ray of hope—a deal was in the works by which Curtiss-Wright Corporation, one of the biggest makers of aircraft engines in the U.S., would buy a controlling share of S-P.

Formed in the 1954 merger of two old and ailing companies that had known robust days (*top, opposite page*), Studebaker-Packard had failed to hold its own in the 1955 sales race. While the bigger automobile companies racked up record sales and record profits, Studebaker-Packard had a net loss of $29.7 million. It lost over $14 million in the first quarter of 1956.

While bankers would not underwrite new losses for Studebaker-Packard, these same losses provided one incentive for the proposed merger with Curtiss-Wright. By acquiring the ailing automobile firm the latter could save substantial taxes by writing the losses off against its profits (1955 gross: $509 million). It would also acquire new facilities to handle additional defense orders. The Defense Department, eager to keep alive a business useful to the nation, offered an added inducement—Studebaker-Packard might soon expect to receive additional contracts for trucks, guided missiles and jet engine parts.

The crisis at Studebaker-Packard was an extreme symptom of lesser troubles that were affecting the whole industry. All manufacturers had backlogs and they were in rough and tumble competition for sales that was getting rougher all the time (*next page*).



REASSURING REPORT on his negotiations with Curtiss-Wright is made by President Nance at a Detroit meeting of Studebaker-Packard executives. He assured them that they will be indispensable to company if merger goes through.

←ON WAY TO MORNING TALK WITH BANKERS ON PENDING MERGER, NANCE STRIDES UP NEW YORK'S BROAD STREET

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AS SALES PROMOTION STUNT, STUDEBAKER CARS ARE LINED UP AT COMPANY'S SOUTH BEND PROVING GROUNDS TO AWAIT 1,200 DEALERS WHO WILL DELIVER



READY FOR DELIVERY within an hour of purchase is sales incentive held out by Flint, Mich. Chevrolet dealer. He has about 400 cars on hand this year as against 250 at the same time last year.



AWAITING BUYERS, 1956 Mercurys in various models fill the lot of a White Plains, N.Y. agency.

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THEM IN PERSON TO SHOWROOMS OVER THE U.S.



NEXT YEAR'S HOPE, a new model under guard, → awaits private preview showing to Ford executives.



CONFIDENCE IN FUTURE was shown by General Motors in TV dedication of research center. GM President Curtice is made up while Charles Kettering (*left*), Announcer Walter Cronkite look on.

PRESENT PROBLEMS BUT A HOPEFUL FUTURE

In storage pools and display lots across the U.S. the bright new cars sparkled enticingly —but not enticingly enough to get them all onto highways. The general economy of the U.S. was still purring along at boom speeds, and the automobile industry appeared to be racking up its third greatest sales year ever, surpassed only by 1950 and 1955. But measured against the industry's earlier expectations, third best was disappointing.

To reduce a record unsold inventory of more than 900,000 new cars, manufacturers were throttling back assembly lines. Last week's car production was slightly more than 106,000 as against 176,000 for the same week in 1955. Disturbed by the layoffs, Walter P. Reuther, president of the United Automobile Workers, said the idle workers had become the victims in part of "the insane competitive struggle in 1955 when high-pressure selling chopped a huge hunk out of the 1956 market."

But others had different ideas. Some dealers, looking ruefully at the wintry skies that chilled the U.S. spring, hoped that business would brighten in the summer. General Motors Corporation's president, Harlow H. Curtice (*above*), was optimistic for the long term, and for the present situation blamed two factors: the Federal Reserve Board's "restrictive" policy on credit buying and too much talk about "revolutionary" changes in next year's models. He said the industry's changes, which are under wraps (*below*), would be only "evolutionary." Meanwhile the nation's salesmen, with no time to think about next year, were using all their ingenuity to sell in 1956 (*next page*).

THE IRREPRESSIBLE SALESMAN ATTACKS PROBLEM OF UNSOLD CARS



MAKING HIS PITCH, Jimmy Baker glowingly describes a convertible at a Washington, D.C. Buick agency, tells prospective customer that out of 50 cars in the rear "I'm sure there's one you want."



PROPOSING A TRYOUT, Marvin Orrell dangles key at customer in a Denver agency, offers to equip Ford with power steering on two-week trial basis, remove it without charge if customer does not like it.



PUSHING FOR A SALE, Chicago Salesman Don Becker gives a lecture on Mercury, opens hood to describe advantages of new power features. Agency's sales are about 25% below those for last year.



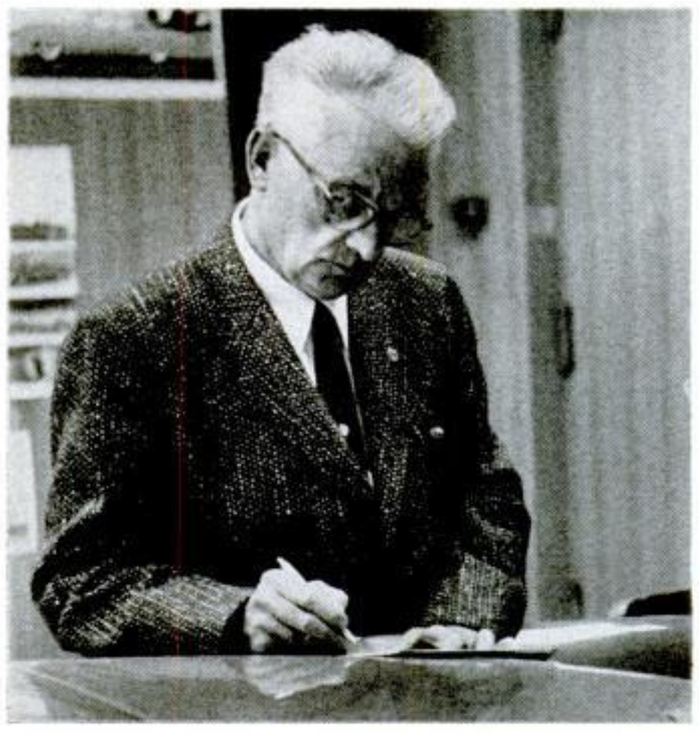
PEPPING UP SALESMEN, John Love, of a Chicago Mercury agency, promises $100 bonus to any who make a $3,000 profit for company in month, suggests contacting neighbors of buyers (*on chart*).



SELLING ON SIDEWALK several blocks from San Francisco showroom, Chevrolet salesmen stop pedestrians, try to get them interested in a demonstrator car and truck on display beside parking meters.



APPEALING TO A FAMILY, Chevrolet Salesman Vincent Hoss of Dallas makes offer to Mr. and Mrs. Lawrence Akey, with son Jerry, on their 1953 car, is told by Akey that "I'm not going to trade tonight."



FIGURING A DEAL, Lincoln-Mercury Salesman Leland Hollenbeck of White Plains, N.Y. offers customer $950 on 1948 Ford—$50 more than customer paid for it in 1952—toward Mercury convertible.



SELLING BY PHONE from a new Ford, William L. Norrish tours Brookline, Mass., looks up telephone numbers in a street address directory and makes a call when he spots car ready for trade-in.

A TWO-PLATOON TEAM of Chevrolet salesmen rings doorbells in Flint, Mich. As Charles Sand approaches stoop, his partner, across street, sells to a neighbor while appraiser eyes prospective trade-in.

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SMILING SOVIET SCHOOLBOYS kept watch outside residence where French delegation was housed. These boys, now 7 to 12, are too young to be a factor in Russia's critical imminent manpower shortage.

A DISARMING SET OF HOSTS

But French back NATO in Russia

In their first state visit to Moscow last week France's Premier Guy Mollet and Foreign Minister Christian Pineau totted up a small profit. In talks with Premier Bulganin and Communist Boss Khrushchev, the French fended off some nasty cracks at an ally, the U.S., and made it clear they would stick with NATO. In the end they felt they had proved a watchful Westerner could visit the East without having his pockets picked. Though the talks bogged on disarmament, the hosts were cordial throughout. Indeed things were so friendly that, at a French embassy reception, one guest felt free to rib big-eater Marshal Zhukov for being "much thinner now that he has lost a million troops" (*right*).



A THOUGHTFUL STROLL helps Mollet settle his lunch after a two-hour meal with his colleagues.



A DIPLOMATIC SERVING of caviar is taken by Premier Bulganin as Mollet waits turn. After dinner Bulganin joined hosts at French embassy in informal discussion which lasted until after midnight.



ASSEMBLED FOR COUNCIL, delegates are welcomed by President Kliment Voroshilov (*above*).

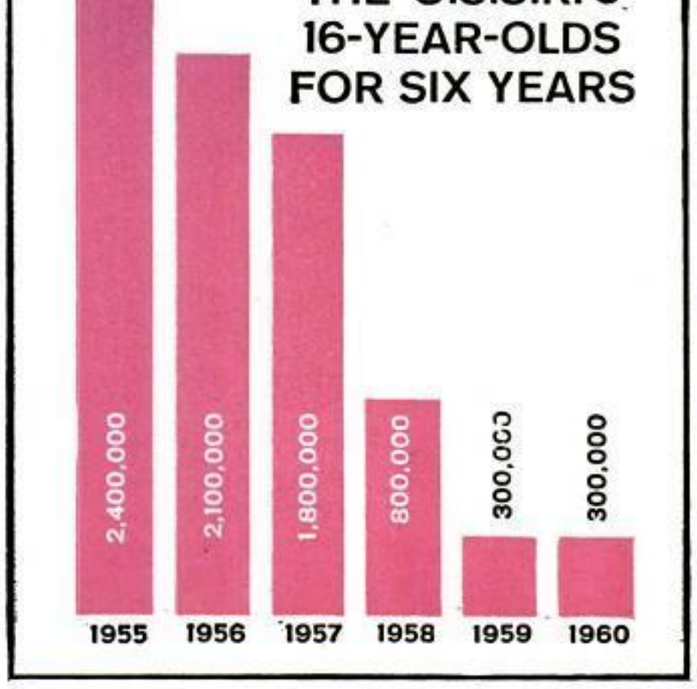


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Leading the French are Pineau (*fourth from left*) and Mollet. At Voroshilov's left is Foreign Minister Molotov. Below, Bulganin delays business to uncap Russian mineral water for Mollet and Khrushchev.





MANPOWER PINCH, which forces switching men from weapons to work, is shown in the chart above.

A REAL NEED FOR DISARMING

Clue is a shortage of teen-agers

With sly timing, a day before Mollet and Pineau arrived, Moscow last week disclosed that within a year it will demobilize 1,200,000 from Russia's massive armies. Western reaction to this news was salted with doubt and wonder.



BERTRAM D. WOLFE

Bonn saw it as a gambit to delay German reunification by softening up the West. Paris thought it a device to lift the regime's prestige by sending soldiers to farms and factories. Washington thought it might mean economic necessity, substitution of quality for quantity or, possibly, an empty propaganda promise.

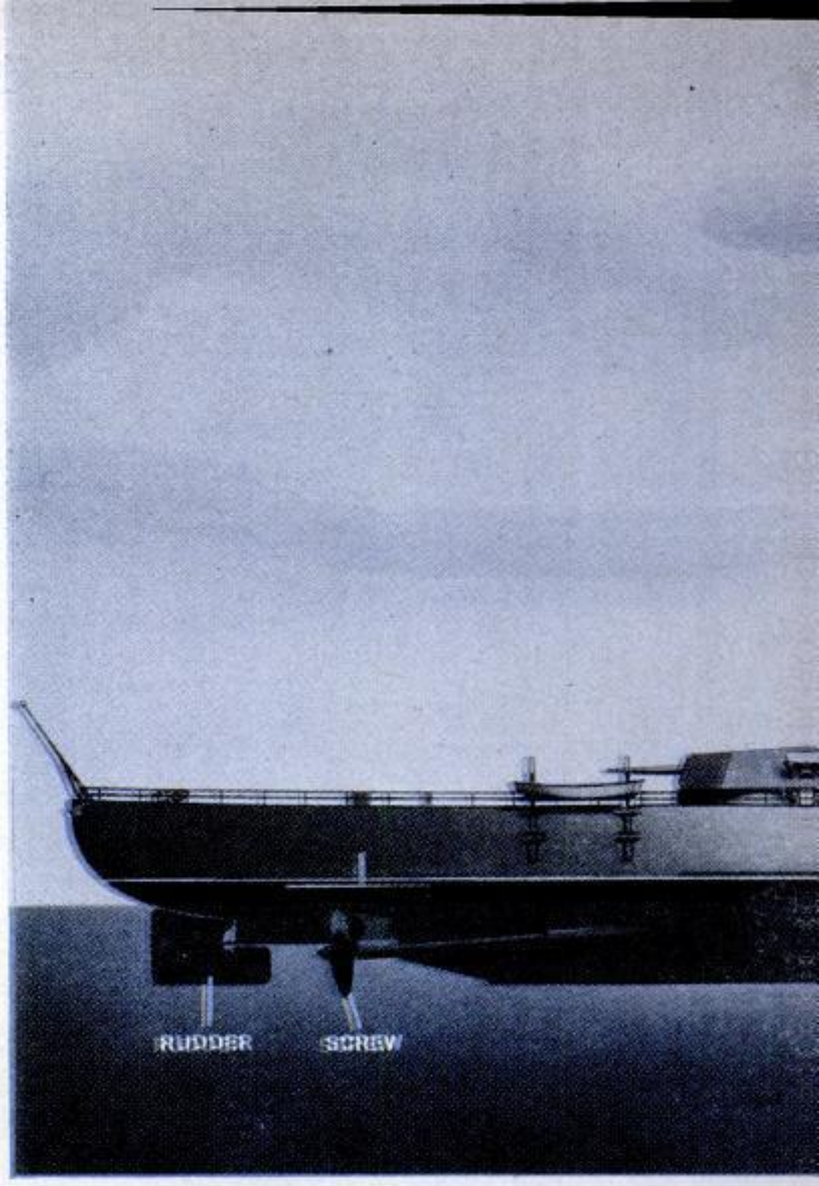
What it surely meant was that Russia's bosses now have to face up to a hard fact of life and death: they are running short of manpower. This was the conclusion drawn by a distinguished expert on Russia, Bertram D. Wolfe, author of the current *Six Keys to the Soviet System*. He based it on evidence published in the Russian émigré journal *Socialisticheskiy Vestnik* by Dr. Naum Jasny, who assembled his facts with the help of two other demographers specializing in Russian population figures, the late Eugene M. Kulischer and Princeton Lecturer Warren Eason.

These findings indicate Russia must now pay a fearful price in manpower for the 1941–44 war years. As shown in the graph above, the nation had 2,400,000 prewar male births maturing to working age of 16 in 1955. But by 1957—just 16 years after Hitler's invasion—the number of new workers drops considerably. The worst is yet to come. The disastrous drop in birth shows strongest in 1958, and in both 1959 and 1960 only 300,000 new 16-year-olds come of age —too few to supply both guns and machines.

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IN HIS ELEMENT, which may be his grave, Frogman Lionel Crabb, goggled and sheathed in rubber, makes indistinct silhouette under water at Tobemory in Hebrides where picture was taken in 1950.



WHAT CRABB SOUGHT to find out on Soviet light cruiser *Ordzhonikidze* is shown in drawing. Crabb would have been interested in: 1) Rudder, perhaps more than one, whose construction would

THE MYSTERY

When British Frogman Lionel Crabb dived to his apparent death near the Soviet cruiser that brought Bulganin and Khrushchev to England last month, he not only whipped up waves of Russo-British and British domestic controversy but also seemed to have taken down with him one of the most bizarre of all spy mysteries. To reconstruct the story of Crabb's last mission, LIFE Staff Writer Herbert Brean analyzed voluminous evidence supplied by LIFE London Reporter Robert Morse, Crabb's biographer Marshall Pugh and British and American naval and intelligence experts. The result is the most complete account so far of what Crabb was after and what happened on the fatal day he disappeared.

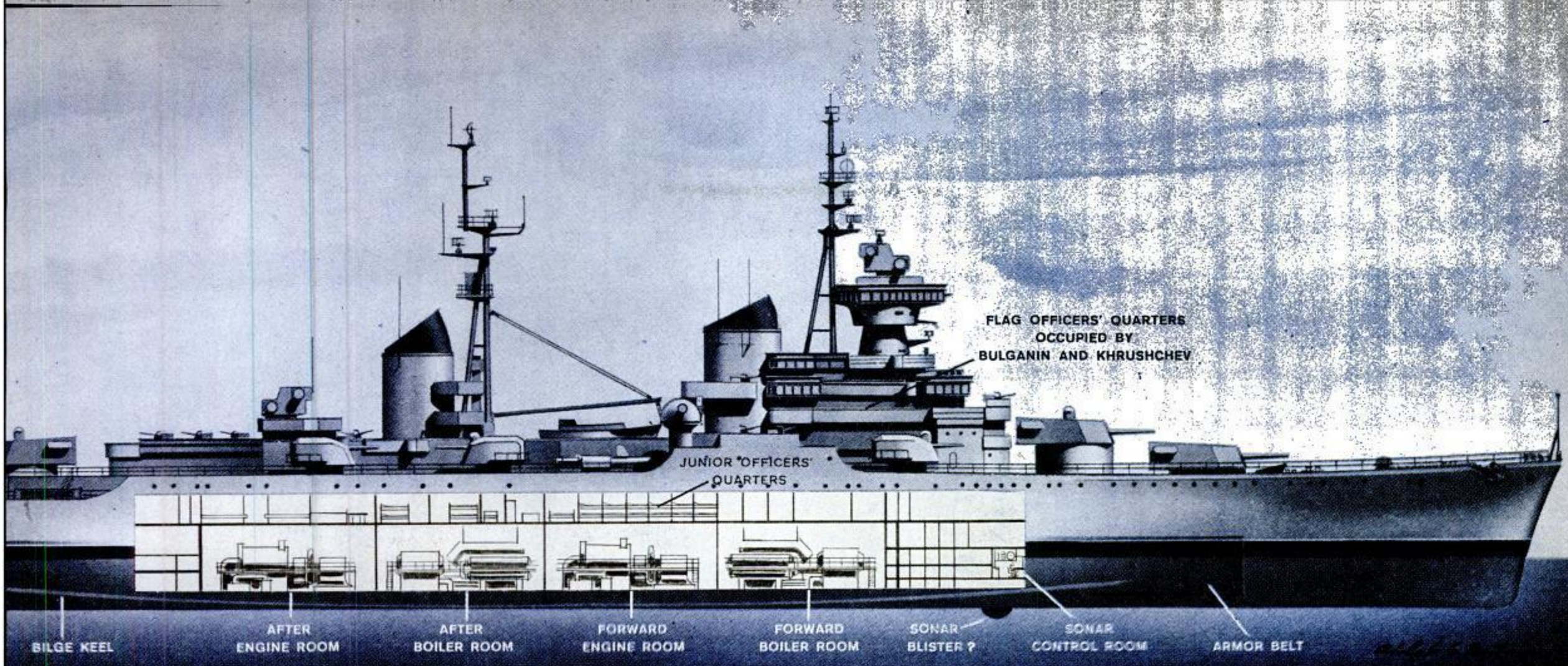
He popped like a cork to the surface of Portsmouth harbor one April day, probably an hour or so after sunrise, a shiny, snouted figure in the rubber suit of a navy frogman. He came up between two Russian destroyers whose watches apparently observed him in silent suspicion during the minute or two he stayed at surface, floating face upward. Then, with a kick of his long black flippers, he dove down into the dark, dirty waters of the historic English port.

Later that day he may have been glimpsed again, in a bar. Thereafter Lionel Kenneth Phillip Crabb, G.M., O.B.E., former lieutenant commander in the Royal Navy and Britain's senior frogman, vanished—perhaps into the gallery of the permanently missing, and certainly into the dark, cryptically told history of international intrigue.

Soon delicately phrased diplomatic notes concerning Crabb flew between London and Moscow. Then a sudden storm of questions blew across the world's front pages.

What could a former Royal Navy commander be doing under the cruiser and destroyer flotilla that had just brought Soviet Premier Bulganin and Communist Party Chief Khrushchev to England on a goodwill trip? Who

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show why ship is so maneuverable. 2) Size and shape of twin screws; experts marvel that ship can move faster with two screws than British and U.S. cruisers with four. 3) Bilge keel. which stabilizes ship; size would indicate ship's stability. 4) Extent and thickness of armor belt which guards against torpedoes. 5) Blister containing sonar gear; if gear is inside hull there is no blister; if blister exists, size would indicate power of equipment. Other points of interest to naval experts, though Crabb could not explore them, are (in the cutaway portion) the engine rooms, two boiler rooms, sonar control room.

OF THE FROGMAN'S DIVE FOR RED SECRETS

had bid him to undertake so diplomatically touchy a mission? What might he have found? And now where was he—or his corpse?

An embarrassed British government dusted off its forbidding Official Secrets Act and it warned witnesses to silence, like a theater manager dropping the curtain on a stage accident. As a result. the very, very few who might know were not saying. But last week some answers stood clear.

What was Crabb up to, beneath the sleek cruiser *Ordzhonikidze* (pronounced, approximately, Our Johnny Kids You)?

The answer was to be found in the world's admiralties, which for three years have buzzed with what the Russian navy has been doing. Russia has not bothered with battleships or aircraft carriers. She has concentrated on submarines (at least 400 units give her the world's biggest submersible fleet) and on light cruisers of the *Sverdlov* class (they now have 14).

The cruisers are near miracles. In 1953 the *Sverdlov* visited England to honor Elizabeth's coronation. On entering the labyrinthine approaches of Portsmouth harbor, her captain turned down the conventional pilot's guidance, brought the 12,800-ton ship roaring in unassisted, and skidded her almost like a hot rod into berth position. It took only an incredible 12 minutes, and Royal Navy men gasped.

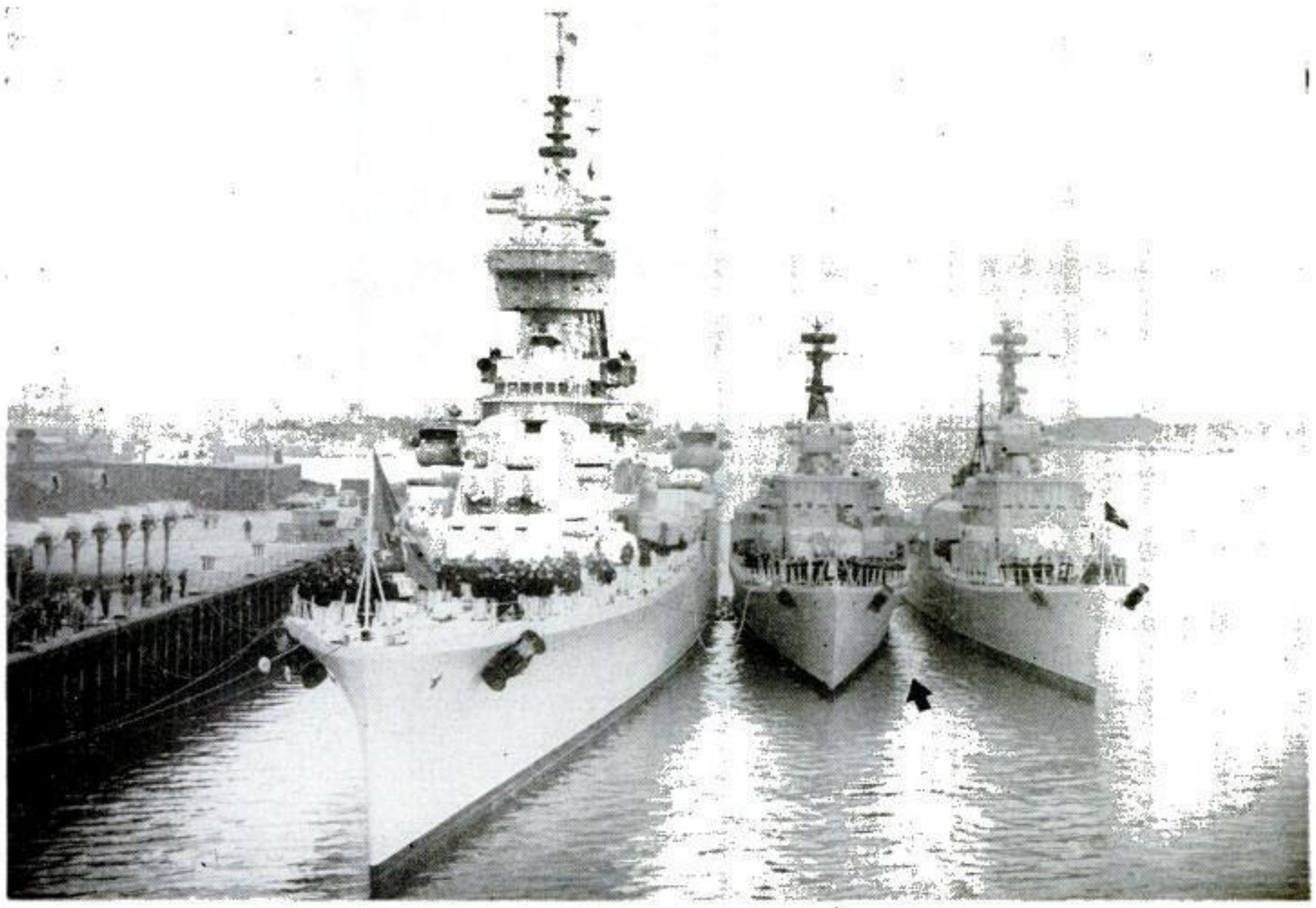
When the *Sverdlov* returned to Portsmouth last fall on a goodwill visit, it is known that British frogmen went down surreptitiously and photographed her hull and installations, although it was never officially admitted. Now that her younger sister ship the *Ordzhonikidze* was back, it was hardly surprising that someone might want another look, if only to see if anything new had been added. In a number of ways, Crabb was the man for the job.

Lionel Crabb—"Crabbie" to his friends—had been navy-struck since he was 8. His war-widowed mother had never been able to afford naval college training for him and he had tried the merchant service a while. Then he drifted in and out of advertising, ran a gas station in the U.S. and an art gallery in London. But he was always sniffing salt water and finally, in 1940, with the country at war, he made it in the navy volunteer reserves. By 1942, despite a bad eye, he had wangled a job in mine and bomb disposal service at Gibraltar.

This was at the time when the Italians were wrecking some of the proudest ships in the British fleet with a new, secret weapon: the delayed-action limpet mine silently attached to hulls by underwater swimmers. Crabb, with his small (5′ 6″) wedge-shaped body that was mostly head and shoulders, was an inept swimmer. Yet his fanatical zest for navy work overcame his physical handicaps and soon made him the peer of British frogmen. He volunteered to go down alone and clear the bottoms moored at Gibraltar of mines.

He did it, using as special equipment only weighted tennis shoes and a device designed for escape from sunken submarines. But Crabb's efforts won such wide respect among the enemy that when Italy finally caved in, many

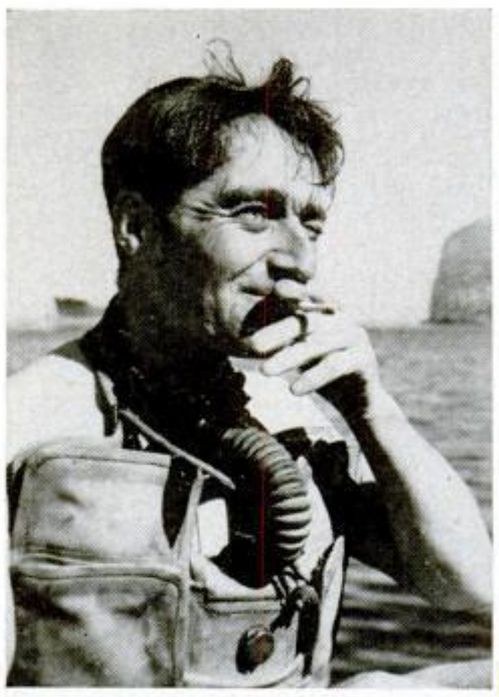
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SCENE OF DISAPPEARANCE is the Portsmouth berth of the cruiser *Ordzhonikidze* (*left*), destroyers *Severshenny* (*center*) and *Smotryashchy*. Crabb was spied surfacing (*arrow*) between the two destroyers.

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EVENTS AND FIGURES IN CRABBIE'S UP-AND-DOWN CAREER



AS WARTIME DIVER and a Royal Navy officer, Crabb used crude equipment in 1942 to clear British ships of mines attached by Italian frogmen.



ITALIAN FROGMEN, captured and turned over to British after the war, helped Crabb (*far right*) and British Chief Petty Officer (*next to Crabb*) in clearing Venice harbor of Nazi mines. Crabb and Italians used to form human chain and feel along the bottom to locate mines in channels too narrow for sweepers to operate in.



A PROUD MOMENT came in 1950 when Crabb (*left*), now civilian diver, was first to reach sunken sub *Truculent* after its collision with a tanker.



A LONELY FIGURE, Crabb stands shivering in an outsized coat while acting as an adviser for a film.

Frogman CONTINUED

of its frogmen insisted on surrendering only to him. Later they taught him all they knew and helped him clear Italian harbors of German mines.

The war over, Crabbie fought a delaying but futile action against demobilization. He became civilian diver for the Admiralty Research Laboratory and was called back by the navy for odd jobs. In 1950, when the submarine *Truculent* went down in the Thames Estuary with 79 aboard, Crabbie was the first man to get down and report, "No life." He helped hunt for the sub *Affray* when it was lost. In 1951 he joyfully returned to the service to head up a diving team at HMS *Vernon*, the Royal Navy's Underwater Weapons and Countermeasures establishment in Portsmouth harbor—about 500 yards from where five years later the *Ordzhonikidze* would berth.

Then last year the navy released him for the last time despite the George Medal and Order of the British Empire he had won. He was too old for diving.

Pensionless, tradeless, he drifted into various things. He became technical adviser for a movie, *Cockleshell Heroes*, which he hated because it was about the Royal Marines and not the navy. He almost certainly was one of those who went down under the *Sverdlov*. Finally he fell into a job selling furniture to the many *espresso* (Italian coffee) shops that have sprung up in London.

Then the little job opened up at Portsmouth.

Crabbie's loose lip about the secret mission was as incongruous as his inability to swim well. Early last month he told some friends and coworkers that he was "going down to take a dekko [look] at the Russian bottoms." He would earn a badly needed 60 guineas, he confided, grinning his confident grin.

But Crabbie wasn't really confident. At 46, never one to forego a good drink or a smoke, he was out of condition and had not been under water for six months. His employer, Maitland Pendock, later said, before his lips were officially sealed, that Crabbie had confided he was not sleeping well and was anxious about "the little job." Crabb began writing letters, something he almost never did normally for he was cheerfully unbusinesslike. His biography was under preparation in collaboration with Author Marshall Pugh; Crabbie mysteriously wrote the publisher, "Lots of trouble. Chaos complete."

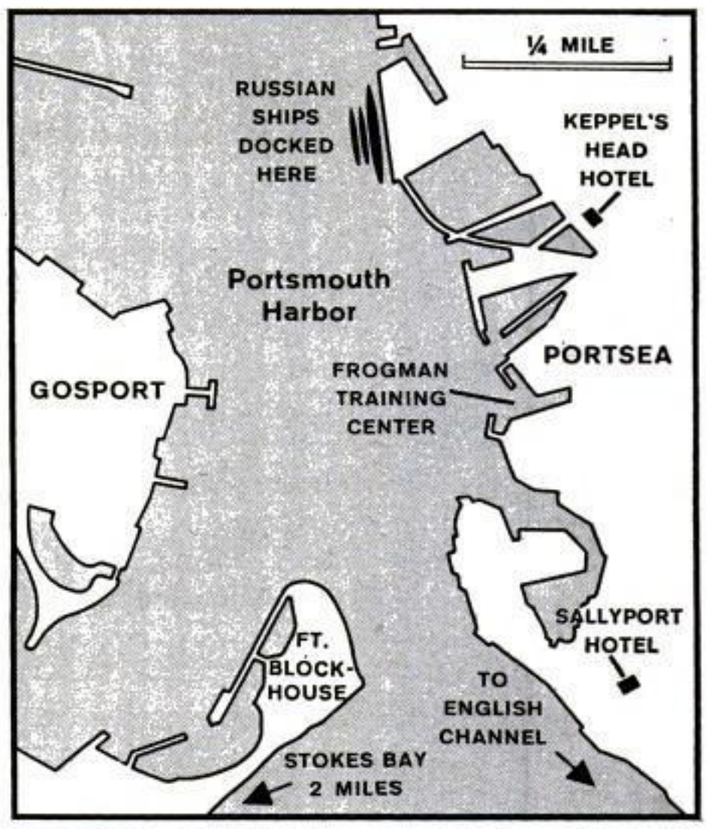
On Sunday, April 15, he also wrote his mother, his only close relative—a marriage in 1953 had lasted little more than a year. The letter read: "I am going on a job . . . but it is a simple mission. . . . I'll be back in about two days. . . . Please tear this letter up."

That night he had dinner with an old friend, Mrs. Pat Rose, and mentioned he was going to try out some new equipment at Portsmouth—"But don't worry about it."

There was also the misdated check.

Some days before, Crabb had sold two coffee tables to a man ostensibly named Bernard S. Smith, tall, fair-haired, spectacled, about 40, with a cultured speaking voice. Smith had paid the £4 18*s.* 6*d.* by check which he had mistakenly dated "1955." "Let me take it," Crabbie told his employer. "I'll get him to correct it down in Portsmouth. I'm going to see him on the job there."

Crabbie went down to Portsmouth. On the 17th he checked in at the inexpensive Sallyport Hotel with "Mr. Smith." The proprietor later told a London reporter they had little luggage, took two single rooms, and were

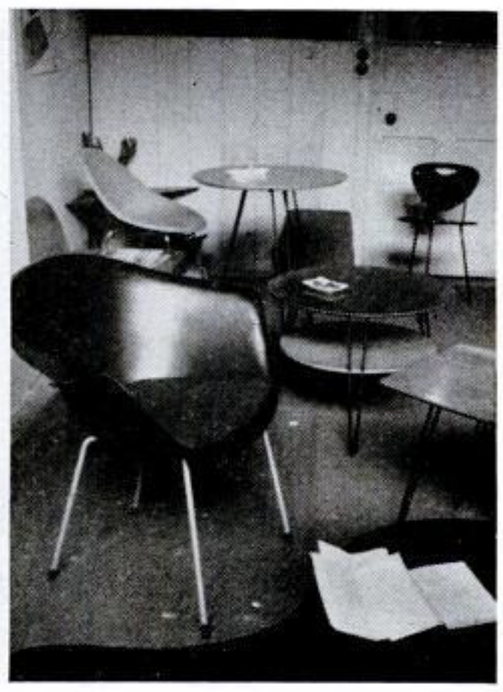


MYSTERY AREA is Portsmouth harbor. Admiralty first said he was testing equipment at Stokes Bay.

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IN BORROWED FINERY, a cocked hat and epaulets, Crabb celebrated finding sunken sub *Affray* in 1951 by underwater TV, a method he urged.



RETIREMENT JOB after his final release from navy in 1955 was office manager of firm selling furnishings to London's *espresso* coffee houses.



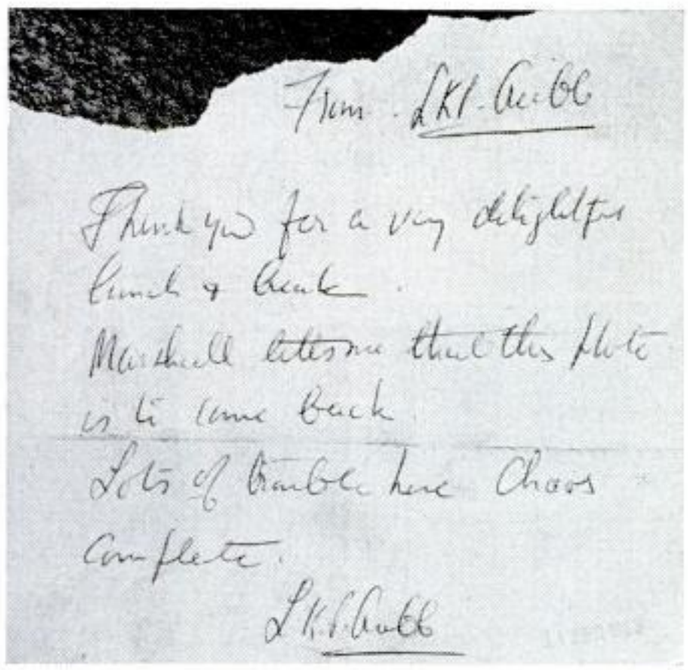
OLD FRIEND Pat Rose, to whom he was briefly engaged in 1949, was told by Crabb about the Portsmouth job and worries about diving equipment.



CRABB'S MOTHER, 76, who here holds seven medals won by missing son, had final letter from him which mentioned his Portsmouth mission.



BIOGRAPHER Marshall Pugh broke the news of Crabb's disappearance to press 10 days after event.



Thank you for a very delightful lunch & Book.
Marshall tells me that this Book is to come Back
Lots of Bumble here Chaos Complete.
L K Crabb

LETTER TO PUBLISHER of forthcoming biography was one of Crabb's last. It had ominous ending.

each given a front door key to the 20-room hostel so they could come and go when they pleased.

Twice that day, and again during the next, Crabb telephoned Pendock to reassure him. During the last call he remarked, "I am not as old as I had thought." Pendock interpreted this to mean that Crabb had had a practice swim and was feeling fit.

On the morning of the 18th, which was the day the *Ordzhonikidze* entered the harbor, Crabb left the hotel about 8:30 and both he and "Mr. Smith" were gone all day. He spent a late evening drinking with two former navy diving colleagues, and the wife of another, in a succession of pubs.

And then?

Around 7:30 next morning, if the Russians are to be believed, he popped up between the two destroyers.

At 1 p.m. that afternoon, he may or may not have made an appearance in the bar of Keppel's Head Hotel. The barmaids think he was in but are not sure.

Later that afternoon "Mr. Smith" returned to the hotel, checked them both out, paying cash, and vanished. Crabb's luggage also vanished, perhaps with "Smith."

And that, apparently, was the end of the trail for Lionel Crabb.

A day after "Mr. Smith" exited from the Sallyport Hotel, Admiral V. F. Kotov, the commander of the Soviet flotilla, chanced upon Rear Admiral Philip W. Burnett, who commands Portsmouth naval base, at the Officers' Club and made an informal protest about the presence of a frogman near his ships. Burnett made a categorical denial, apparently sincere, that frogmen were operating in his harbor. According to an interview Kotov later gave the Russian paper *Pravda*, Burnett even pointed out that the *Vernon* diving school was closed at the time with its personnel on leave. On the day following, a Portsmouth detective superintendent made a brief appearance at the Sallyport, ripped four pages out of the guest register, including the one on which Smith and Crabb had signed in, then left.

Presently Crabb's employer, Pendock, telephoned his biographer, Pugh, and said he felt that something might have happened to their mutual friend. Pugh was not worried. He knew Crabb of old, a man who disappeared from time to time on secret missions. But more days passed and concern deepened. The two began trying to piece together the known facts. Pendock telephoned the old friend with whom Crabb convivially spent the evening of the 18th. The friend, a navy man, in turn communicated his worries to the Admiralty. He was told to shut up.

On Sunday, April 29, the Admiralty issued a statement that Commander Crabb was missing and presumed dead, the first time death was officially mentioned, as a result of tests of

CONTINUED



FAVORITE HAUNT of Crabb's was the Nut Bar of Portsmouth's Keppel's Head Hotel, located outside the docks. Crabb stopped in on the day the Russian ships berthed and bought drinks for the barmaids.

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MEMENTOS left by Crabb include a pair of rubber flippers and his sword cane embossed with a crab.

Frogman CONTINUED

underwater apparatus at Portsmouth. The communiqué said that the tests were at Stokes Bay (*see map, p. 40*), three miles from the Russian ships' berth.

So for the first time Crabb's old diving comrades learned officially that he had apparently died in home waters. They were bewildered by some facts that came out. Crabb would have needed special British navy breathing equipment for his job, but he had evidently not drawn his equipment from the navy, or even from the commercial company with which he had done business before. The fact that he had surfaced at all indicated that he had been having trouble with the equipment he did use. He had, moreover, apparently dived alone, without the second or "dicky man" who always accompanies a navy frogman on a dangerous mission.

On May 4 the Soviet government delivered a 334-word note of protest about the incident to the British Foreign Ministry. In it the Soviets politely but firmly demanded an explanation, after pointing out the discrepancy between what Portsmouth Commander Burnett told the Russian admiral and what the British press had been publishing for days, *i.e.*, that Crabb died while spying on the *Ordzhonikidze*.

Five days later Prime Minister Eden dispatched a brief reply which acknowledged it had apparently been Crabb carrying out "frogman tests" who was seen. He ended with, "Her Majesty's government express their regret for this incident," in the stiff argot of diplomacy, an obeisant apology. On the same day Eden went before Parliament and, without revealing the apology had been dispatched, flatly told a hostile House of Commons that "it would not be in the public interest to disclose the circumstances in which Commander Crabb was presumed to have met his death." He added significantly: "Appropriate disciplinary steps are being taken."

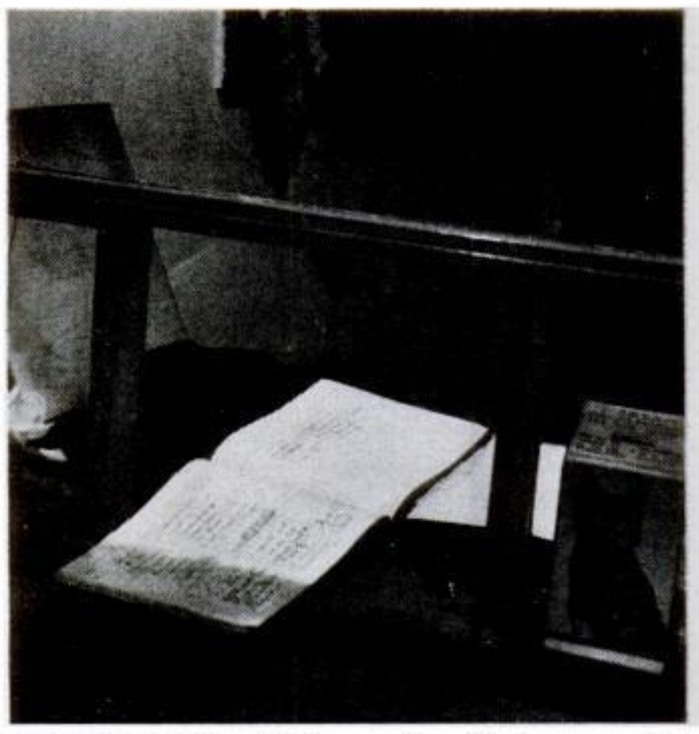
At quite another level an odd thing occurred about the 1955-dated check that Crabb was going to take up with "Mr. Smith." News of it had crept into the London *Daily Mail* which purposely reported the amount of the check incorrectly as £5. Now a woman with an Austrian or Swedish accent appeared at the store where Crabb had worked and paid the correct amount in cash—not £5 but £4 18*s.* 6*d.* She was followed by a *Daily Mail* reporter but when challenged broke away from him and lost him. She has not been traced.

For days the volatile English press boiled. Then last week a grim Eden went again before Parliament, listened to two hours of sarcasm and pointed questions, as well as an insulting motion to cut his own salary, then adamantly flung down the glove: "I have not one word more to say than I announced on Wednesday."

Suddenly Parliament and all England recognized that Eden, who obviously had not known before, now knew what had happened under the *Ordzhonikidze*, and that whatever it was, its disclosure would not help the British cause or anyone on its side. Official action on the frogman mystery ended.

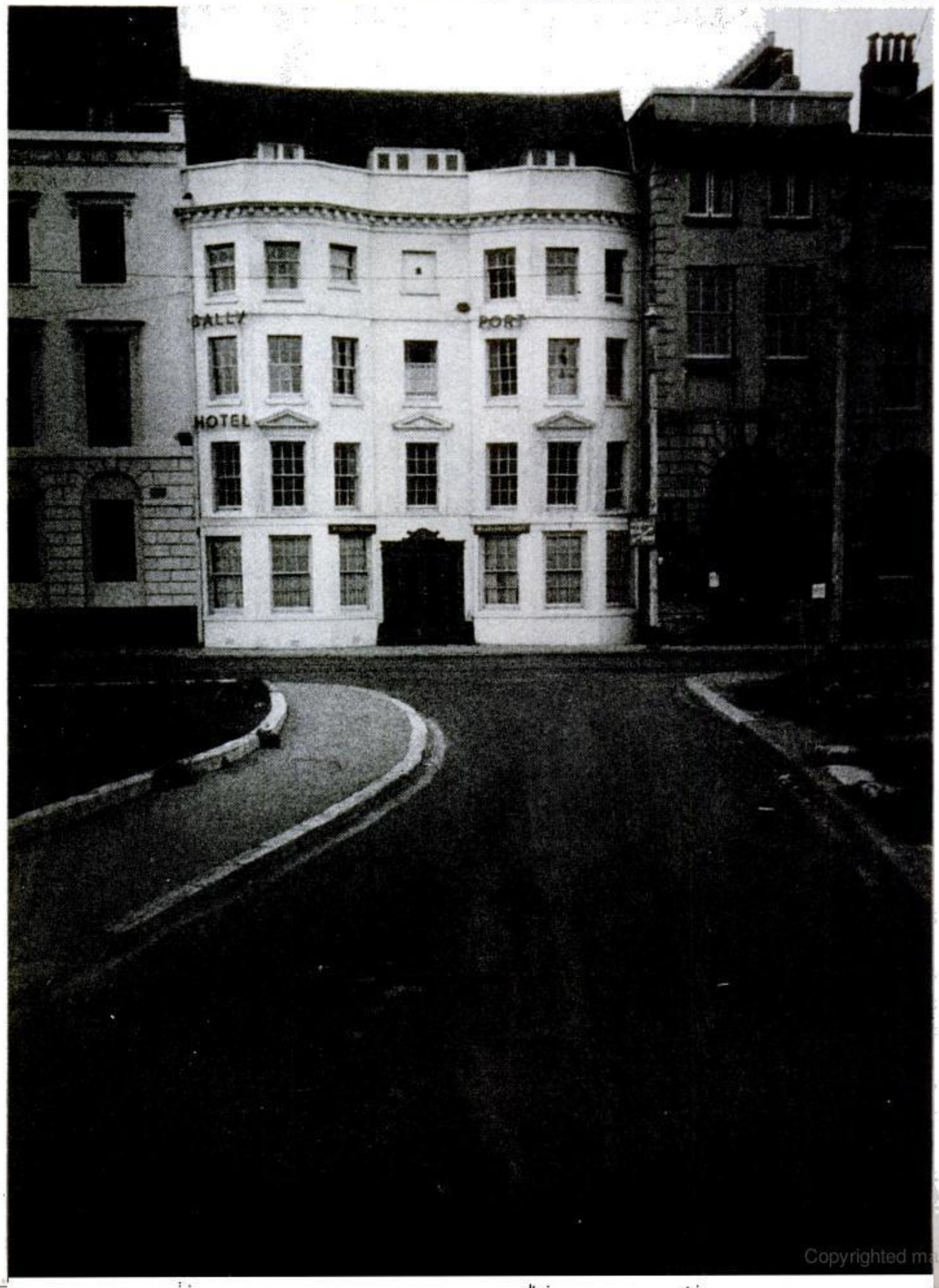
But not the speculation. Theories were already flying fast. Crabb, said some, had been killed or captured by the Russians. He had, others insisted, been working for the British government. Both theories were probably wrong. If the Russians had done Crabb in, it would have been more logical for them simply to say nothing about the case. If the British Admiralty had really sponsored the venture, it would have used a younger and better-equipped frogman. And Eden would not have been caught unaware by the incident.

What likely happened is that Crabb was assigned to the job by some patriotic private British group that offered him a meager 60 guineas for it, or by some low-level British government official or group hoping naively for a coup. Considering Eden's unexplained reference to taking "appropriate disciplinary steps," this is not implausible. In any case, "Mr. Smith" was the sponsor or the sponsors' executive-in-the-field. But Crabb failed. Either the tides carried his body out to sea or else the government recovered and quietly buried it—and with it the secret of the last mission of Commander Lionel Crabb.



GUEST BOOK at Sallyport Hotel lacks page with names of Crabb and Smith, which was ripped out.

FROGMAN'S FINAL BERTH ASHORE WAS THE SALLYPORT HOTEL ON A DRAB STREET NEAR THE DOCKS



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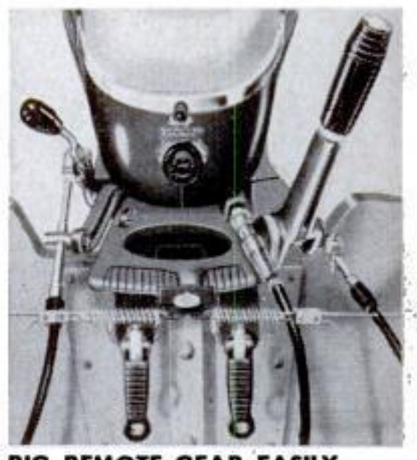
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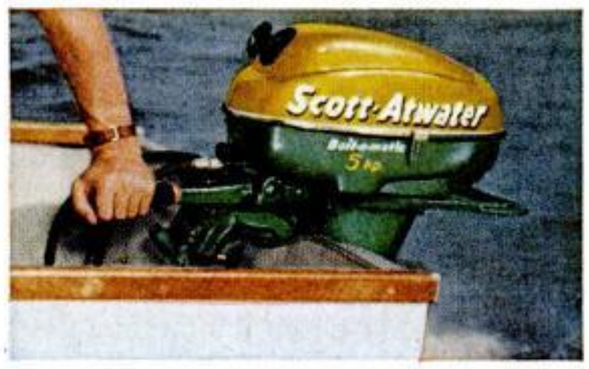
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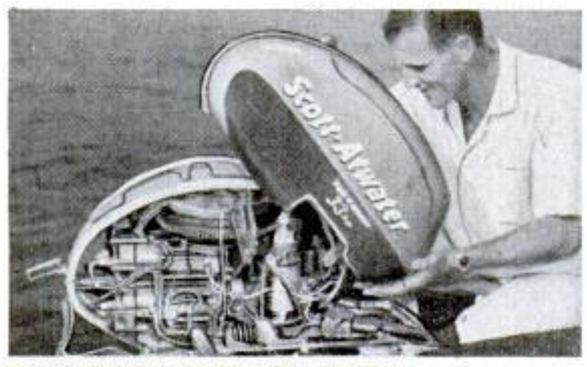
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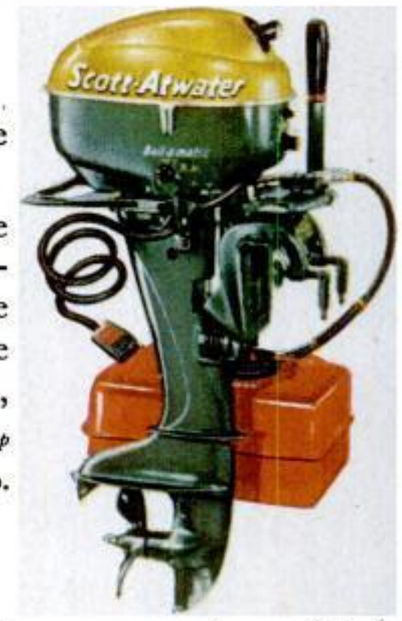
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ON AN EAST WIND, GOOD ADVICE

Since Winston Churchill addressed the U.S. Congress few visiting statesmen have made themselves so warmly admired as President Sukarno of Indonesia has done on his state visit (*see pp. 182, 183*). Sukarno, who showed himself to be a master of the kind of informality Americans like, vaulted out of Vice President Nixon's car and walked along the curb handshaking the Washington crowds ("Dear mother," he asked elderly Mrs. Lenore Coon, "may I kiss you?" and he did).

Not only by his smiling good fellowship but far more by his eloquent address to the Congress did Sukarno establish strong bonds between our republics—reminding us that his own is founded upon our revolutionary principles: " 'The shot heard round the world' echoes still in the hearts of all who have recently won their independence, and it echoes still in the hearts of peoples who still struggle against their colonial bonds."

In the past Americans have often linked Sukarno's brand of independent nationalism ("we do not equate nationalism with chauvinism," he cautions) with Nehru's brand of "neutralism." But Sukarno rejects neutralism: Indonesia will "never be neutral until man the world over is free."

Although Sukarno can, like Nehru, be accused of underestimating the Communist menace to his nation, he turned the tables on this American criticism by reminding us that our own preoccupation with military Communism has caused us to neglect many necessary works of free world development. Americans, he warned, cannot make "defeating Communism" their only policy. They must also help his own country's aim of "seeking a larger freedom for mankind."

Indonesia's state motto, *Bhinneka Tunggal Ika*, means "Unity in Diversity." Amid the wide diversities of both our peoples, all Americans will welcome the signs of unity brought us by President Sukarno. We salute him as a fellow democrat who talks the kind of language we ought to talk more ourselves.

THE LAW AND THE SCHOOLS

TWO VIEWS SHOW THE DEPTH OF SOUTHERN DISAGREEMENT

In the week that marked the second anniversary of the Supreme Court's historic decision on school desegregation, two eminent Southerners—South Carolina's James Byrnes and North Carolina's Frank Graham—made public statements which show the present bearings of this deep-running controversy. Byrnes, the only living ex-Justice of the Supreme Court, launched an open attack upon the "usurpation" of that institution, urging Congress to curb its powers. He says flatly that "the schools will be closed" before the Court's decree is enforced.

Dr. Graham, a former U.S. senator and a distinguished educator, asks all "people of goodwill in the South to make clear their support of two basic propositions; obedience to the law as interpreted by the Supreme Court and preservation of public schools." Graham's words, unlike Byrnes's, are reinforced by the logic and morality of a civilized democratic society.

●

How can this chasm be bridged?

Says Byrnes in *U.S. News & World Report*, "Southerners fear that the purpose of those who lead the fight for integration in schools is to . . . ultimately bring about intermarriage of the races."

To such fears, Dr. Graham earlier gave a scholar's reassurance that there has apparently been "proportionately no more miscegenation in the North without segregation than there has been in the South with legal segregation. With time it will become clear that the decision in no way abridges the basic personal rights of privacy and friendship and is not counter to the natural and general predisposition of both peoples, with full regard for human freedom and dignity, to preserve their own racial identity."

Justifying segregation, Byrnes observes: "Pride of race has been responsible for the grouping of people along ethnic lines throughout the world. . . . In the U.S. it is not peculiar to the white people of the South. For many years, fear of the Japanese influenced legislation in California." Isn't this really arguing that if an evil is widely practiced it should be condoned?

Of such race supremacism, Graham has written: "The idea of the superiority of the Aryan-Nordic peoples . . . reached its highest pretensions in the master racialism of German Nazism. . . . The Nazi theories of a master race were overthrown in the universities by scientific and social studies and in the great religious communions which reasserted more boldly the brotherhood of all men under the Fatherhood of one God."

Byrnes asserts that since the desegregation decision, "confidence and trust have been supplanted by suspicion and distrust. . . . Only now do people living elsewhere begin to comprehend the determination behind the dissent of the South." But do Byrnes's pronouncements do more to abate, or do more to exacerbate, the distrust? No sober American advocates a sudden, overnight mass influx of Negroes into white schools; all they ask, which is all the Court asked, is that a genuine beginning be made.

Byrnes says the Court's verdict is not justified in law. Plenty of northerners question, on constitutional grounds, some of this Court's other recent decisions. The Court's position on segregation, however, is supported by its own reasoning plus the ultimate sanction of all our laws: it accords with that higher moral law on which our founding philosophy is based.

Atlanta's George S. Mitchell, the white director of the Southern Regional Council who has labored long at improving interracial relations at community levels, says, "The innermost demand of the Negro people is recognition of equal human dignity. Any community which will contrive to recognize that, publicly and privately, will be notably rewarded. . . . And the towns where the Negro population becomes a participating force will get ahead; in industry, business and culture. . . . A few years from now emissaries will come to some of these better towns, from the ones that stuck with southern tradition, and will ask: 'What in the world did you do?' The answer: 'We just treated everybody human. And it worked.' "

●

Not only humane reasons but sound economic ones require Southerners to tackle this problem with open minds and inquiring spirits. After a five-year study at Columbia University launched by General Eisenhower as its president, Eli Ginzberg has just published *The Negro Potential* which concludes: "The time is near when the South will have to make a major decision. Negroes represent approximately one-fourth of the population of the South. It is indeed questionable whether the South will be able to keep pace with the rest of the country if it continues to lose its most competent and best-trained Negroes. . . . The South will have to give up the luxury of maintaining segregation in the work place . . . if it is to strengthen its position in the never-ceasing competition for new plants."

Such calls to reason will serve to reinforce the patience, moderation and compromise which the voices of the Grahams and the Mitchells are calmly preaching. These voices, not the doom-saying of Byrnes, befit the homeland of Thomas Jefferson. If their voices are a minority, their calm and common-sense appeal will yet be heard by sincere and thoughtful men—and they will yet swell the grander chorus of the Union.

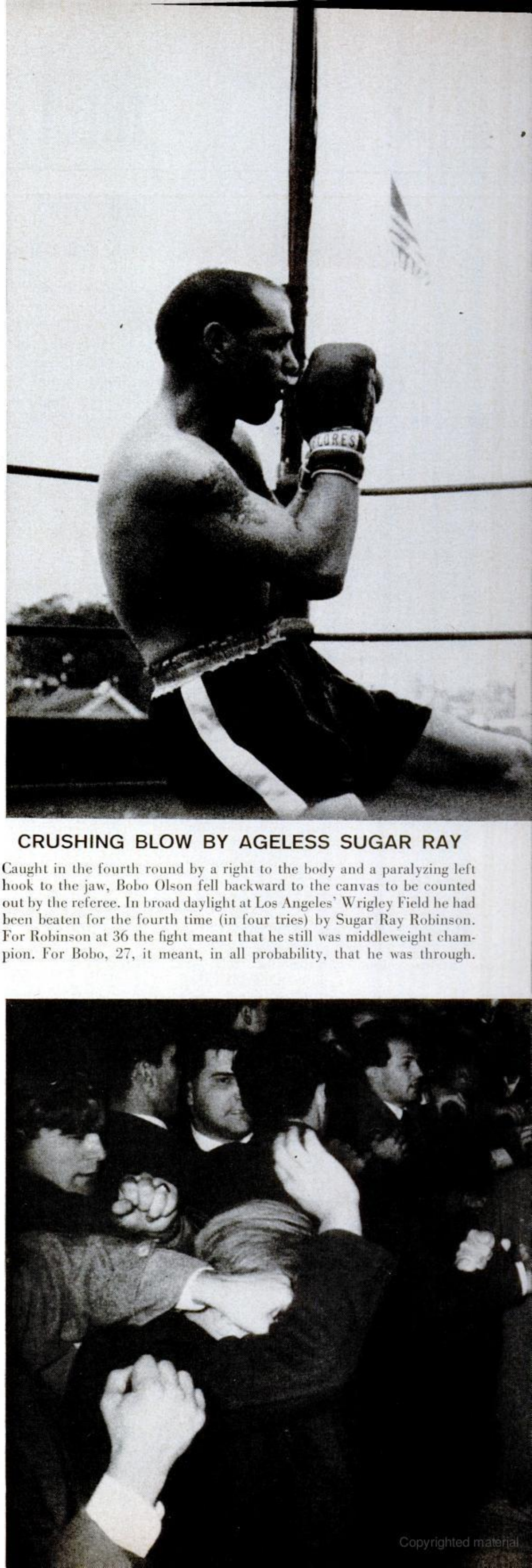
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A LOOK AT THE WORLD'S WEEK



AUSTRIA'S POLITICAL GEMÜTLICHKEIT

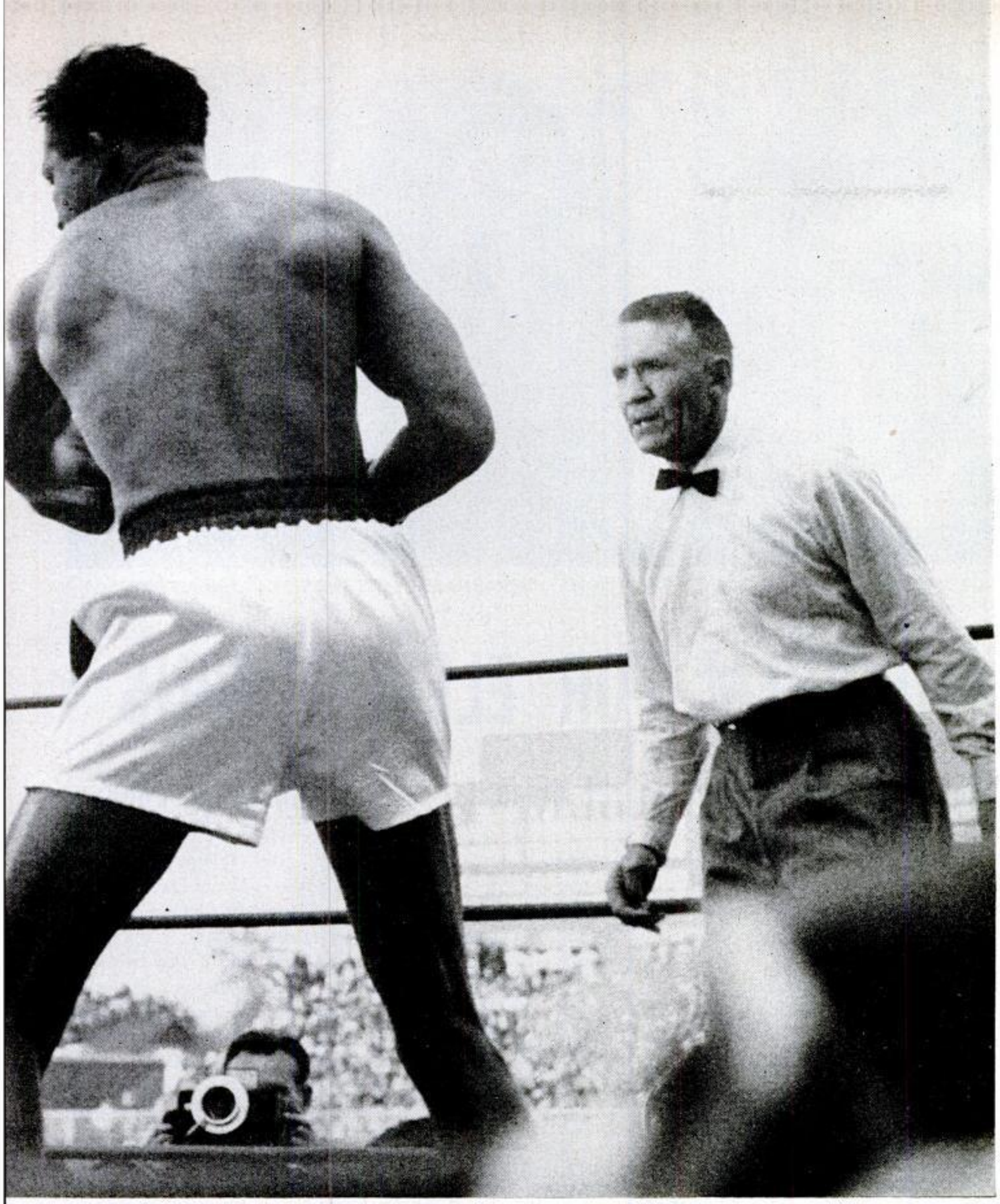
Gemütlichkeit emanating from caucuses like this one, in the home of Foreign Minister Leopold Figl (*center*), helped win a victory for the People's Party in Austria's first election since independence. Although Austria has been neutral and is one of the most heavily nationalized countries in Western Europe, the party headed by Chancellor Julius Raab campaigned successfully on a platform of free enterprise and friendship for the West.



CRUSHING BLOW BY AGELESS SUGAR RAY

Caught in the fourth round by a right to the body and a paralyzing left hook to the jaw, Bobo Olson fell backward to the canvas to be counted out by the referee. In broad daylight at Los Angeles' Wrigley Field he had been beaten for the fourth time (in four tries) by Sugar Ray Robinson. For Robinson at 36 the fight meant that he still was middleweight champion. For Bobo, 27, it meant, in all probability, that he was through.

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HARMLESS BLOWS IN ARGENTINE RIOT ↓

In Buenos Aires last week students fought each other over a decree promulgated by Education Minister Atilio Dell'Oro Maini, permitting the founding of new universities. Some feared this would lead to the establishment of too many Catholic institutions. Though many of the blows (*below*) were harmless, rioting was widespread enough to cause the resignation of the minister and scores of schools and universities were closed.





THREE DURABLE LONGS

The Long dynasty still dominates Louisiana politics though its founder, Huey, died 20 years ago. Inaugurated as governor for the third time last week was brother Earl (*center*) while brother George (*right*), a congressman, and nephew Russell, a U.S. senator, looked on.



BLINDED LABOR WRITER'S DEFIANCE

In a New York hospital Labor Columnist Victor Riesel, blinded April 5 by an acid-hurling thug following a radio attack on labor racketeers, learned from his doctors that he would never see again. Clenching his fists in defiance, he vowed to carry on his fight against racketeering, announced he would begin writing his column again this week. "I can't see, but that doesn't mean I can't write," he told a press conference.

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HONORING THE DEAD MEMBERS OF THEIR ORDER, 1,000 GREY NUNS OF THE CROSS QUIETLY MARCH TO FUNERAL MASS AT OTTAWA'S ST. PATRICK'S CATHEDRAL

REQUIEM FOR ELEVEN NUNS

They died when Canadian jet dived from sky into their convent

A cold gray sky hung over the silent streets of Ottawa last week as a grim parade of 1,200 nuns slowly marched to the Requiem for 11 other nuns, victims of a strange air disaster. They were killed as they slept at the Ville St. Louis, a Catholic rest home for the Order of Grey Nuns near Ottawa. Six miles above them a Canadian air force jet had been streaking back from chasing an unidentified plane. Suddenly it arrowed out of the night into the convent chapel and exploded in a roar of ammunition and its three tons of fuel. It snuffed out the lives of 11 nuns, a priest and the convent cook before rescuers could pull them from the collapsing building. The next day air force crews began sifting ashes for signs of the two vanished fliers. They were not found and the cause of the crash was unknown. But even more puzzling than the crash itself was the mystery of why, in their six-mile dive to death, the crew was unable to steer their runaway jet away from the convent into the empty fields around it.



SEEKING CLUES to cause of the crash, searchers explore 30-foot hole gouged by the falling plane.

SEPULCHRAL ROW OF PAIRS OF BLACK-DRAPED COFFINS FILLS THE CATHEDRAL AISLE FROM ALTAR ON BACK AS THE FUNERAL MASS FOR DEAD NUNS BEGINS



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Coronet Lancer—lowest priced hardtop in the Dodge field! Here's pace-setting style with performance to match. On the Bonneville Salt Flats, the new '56 Dodge shattered 306 AAA records held by expensive American and foreign cars.



Gown by Sorrello Steiner of Milan

This Custom Royal Lancer gives you the looks and luxury of cars costing a thousand dollars more. And keep this in mind: Dodge *outperformed* all cars in *every* price class in the recent NASCAR acceleration runs—the true measure of performance.

Make way for the Lancers *by* Dodge

Gallant and gay . . . the Dodge Lancers put *adventure* back in motoring! Here are daring "hardtops" in 2-door and 4-door models, and their dashing companion—the Dodge convertible. They are available in all 3 Series: Custom Royal, Royal and the sensationally low-priced Coronet. *Discover the Difference in Dodge!*



Coat by Bonnie Cashin for Phillip Sills

The Lancer goes 4-door! This fabulous Dodge blends dashing Lancer style with 4-door convenience in spectacular fashion. There's a 4-door Lancer by Dodge in all 3 Series: Custom Royal (above), Royal and Coronet.



Dashing companion to the Lancers! Dodge convertibles steal the "Oh's" from the costliest cars. And just wait till you discover the Magic Touch of Dodge push-button driving! It's mechanically perfect . . . *the easiest, safest, surest way of driving ever developed!*

VALUE LEADER OF THE FORWARD LOOK

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When a sudden spring shower
puts a halt to the planting,
Beer has its own wonderful way of saying...

"Let's just sit awhile"

—Be glad for the excuse to relax a bit over a long cold glass of beer.

Not that you really need an excuse. Any time's a good time for enjoying beer—America's traditional beverage of moderation.

Keep it on hand—cool and ready to serve. Wouldn't you like a refreshing glass of beer or ale—say, *right now?*



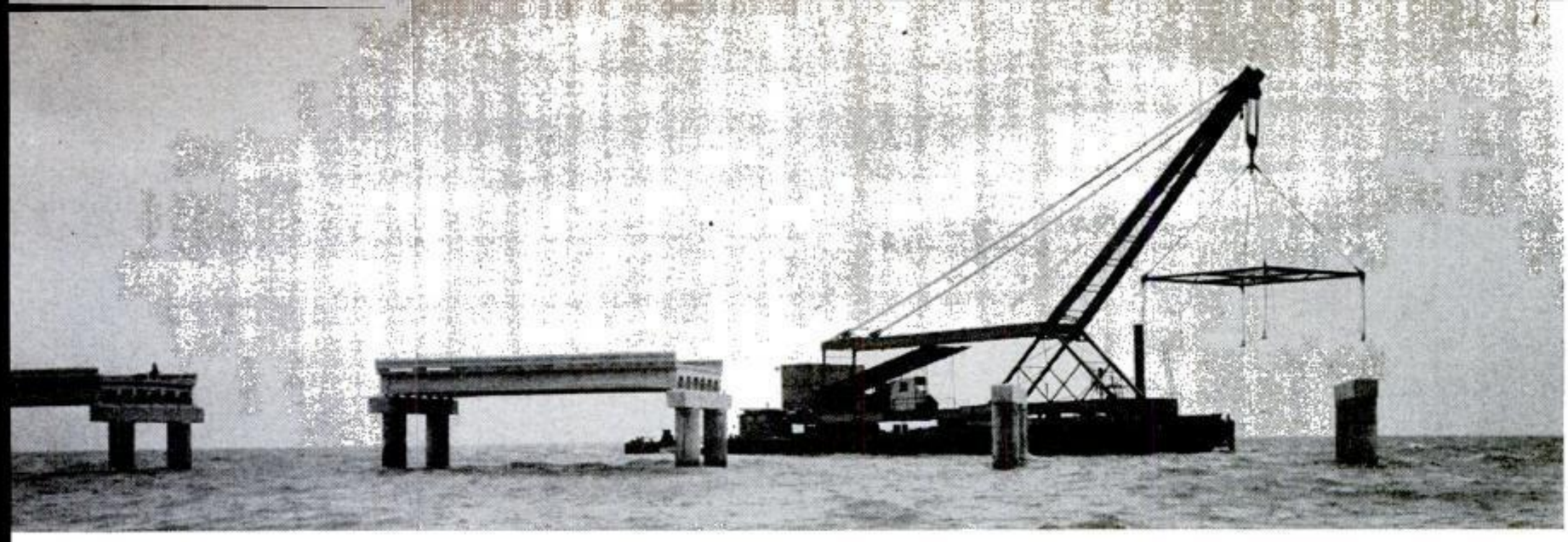


Give beer its head . . .
pour with the
glass straight—
not tilted—
tastes even better
that way!

Beer Belongs—*Enjoy it!*

AMERICA'S BEVERAGE OF MODERATION

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UNFINISHED SECTION of bridge stretches across lake as a floating crane awaits arrival of prefabricated slabs and crosspieces it will put into place on top of pilings.

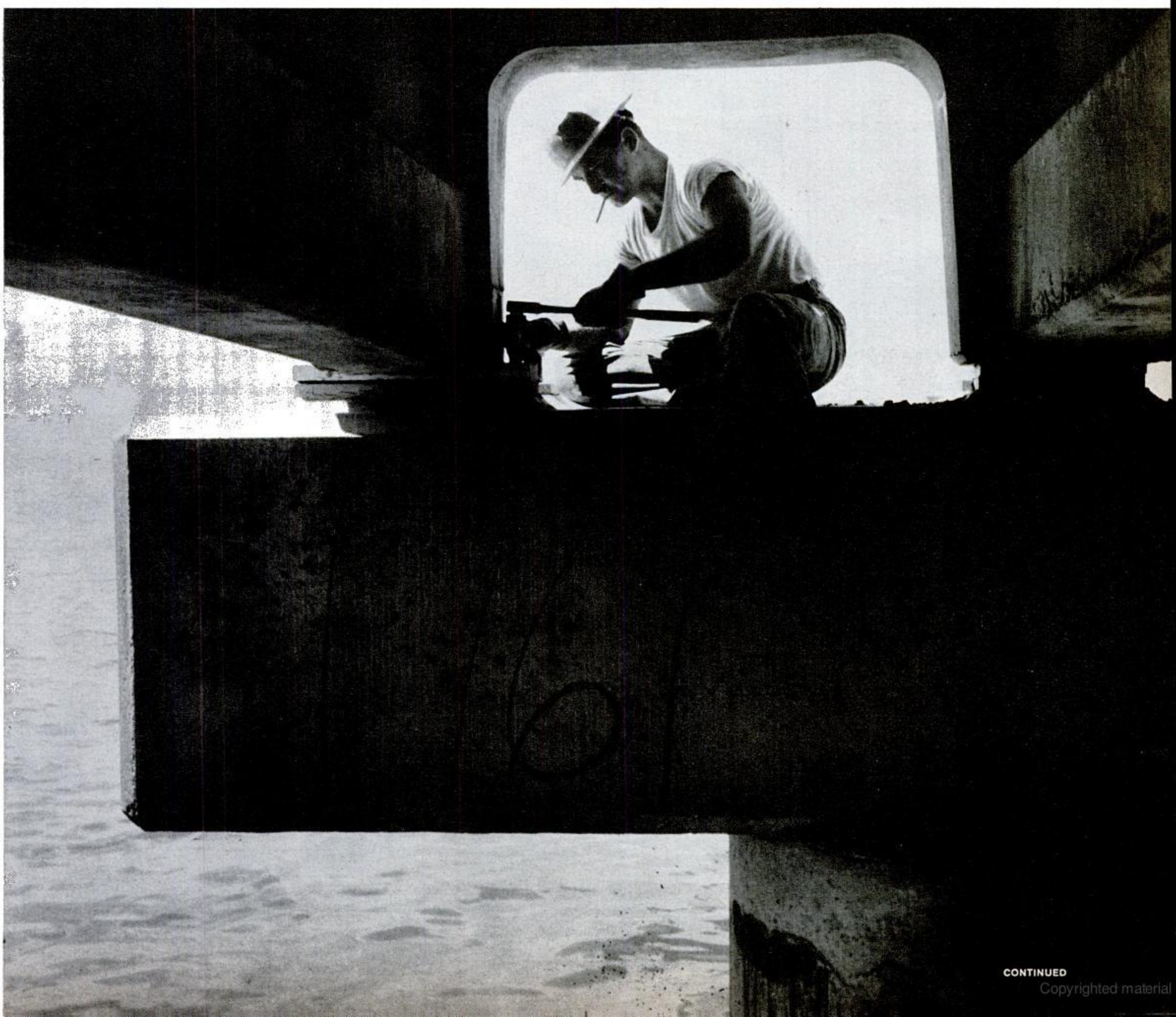
A BIG PREFABRICATED BRIDGE

Assembly line methods speed the 24-mile Pontchartrain causeway, world's largest

Swinging concrete segments into place, workmen were in the homestretch last week on construction of the world's longest overwater highway bridge, the Lake Pontchartrain Causeway. The three-lane span, which will be 23.83 miles long, heads arrow-straight from New Orleans across 20-foot-deep Lake Pontchartrain to the resort area on the north shore.

To speed the $46 million project, the builders, the Louisiana Bridge Company, departed from the conventional method of setting forms and pouring concrete, built a $6 million prefabricating plant on the north shore. Using assembly line techniques shown on following pages, the builders have completed close to 20 miles and are four months ahead of schedule.

INSTALLED SECTION of the bridge is bolted to crosspiece atop pilings. Workers install average of eight sections a day as the bridge advances about .4 mile a week.



CONTINUED

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WIN

ONE OF THESE THRILLING 1956

Owens

Flagships



FIRST PRIZE: OWENS '21'

America's most exciting family cruiser! Beautiful and big; sleeps 2-3 on foam rubber; private toilet room; complete galley. Owens' exclusive HRV yacht-type design and construction assures a faster, stronger, safer boat. Outboard models, from $2295



SECOND PRIZE: OWENS '1600'

Two-tone East Coast Speedster seats 6. Solid sculptured mahogany styling combined with Owens' famous HRV hull. A faster, stronger, safer boat with positive controls that even youngsters can handle. Standard model from $750.



THIRD PRIZE: OWENS '14'

Finest all-purpose boat; natural mahogany inside finish. Stronger 3/8" hull; deeper cockpit and extra-safe freeboard. Very fast with only 15 h.p. Standard model, $345

OWENS Flagships are now within the reach of millions! The complete facilities of America's largest salt-water yacht builder are now devoted to making boats *for you*—and you benefit from top marine design, best quality, longer life, lower maintenance and extra safety. Yes, there's an OWENS for you: 14, 16, 20, 21, 26, 31 and 35.

Here's how YOU may win one **Absolutely Free:**

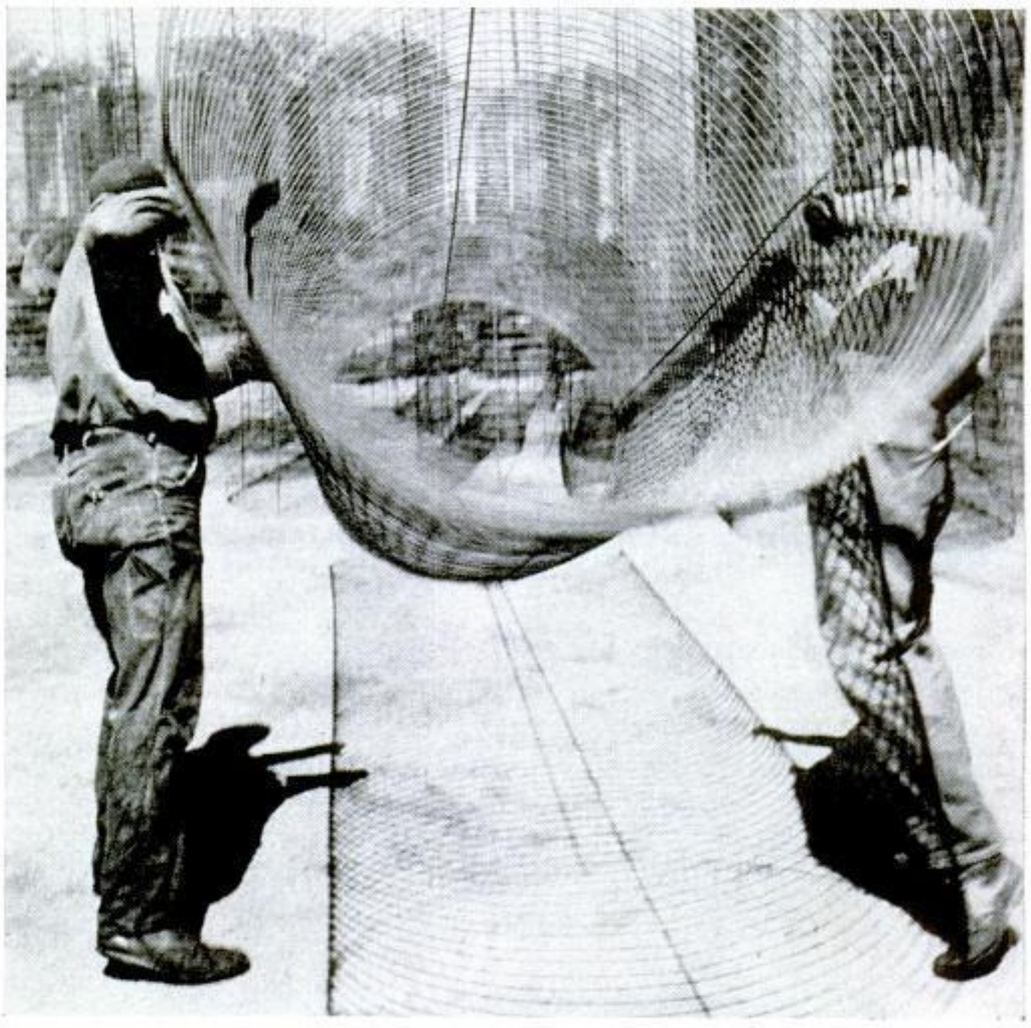
Complete in 25 additional words or less: "OWENS Flagships are *worth more* because . . ." See your nearest OWENS dealer for Official Entry Blank with complete rules and prize-winning ideas—or call Western Union Operator 25 for his name and address. Deadline is June 30, 1956.

Owens

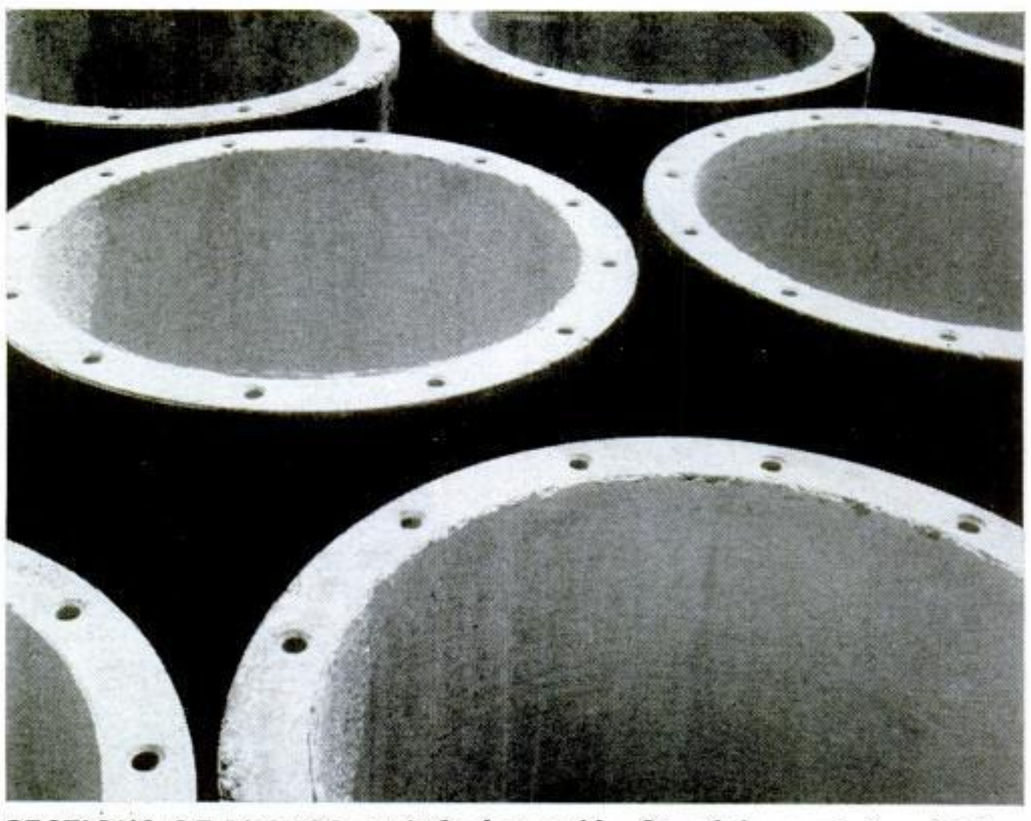
Flagships BALTIMORE 22, MD.

RESPONSIBLE DEALER INQUIRIES INVITED FROM UNREPRESENTED AREAS.

PUTTING TOGETHER THE PILINGS



SKELETONS OF PILINGS are assembled at plant at Mandeville, La. High-tension steel wire is used to reinforce segments of concrete pilings (*below*).

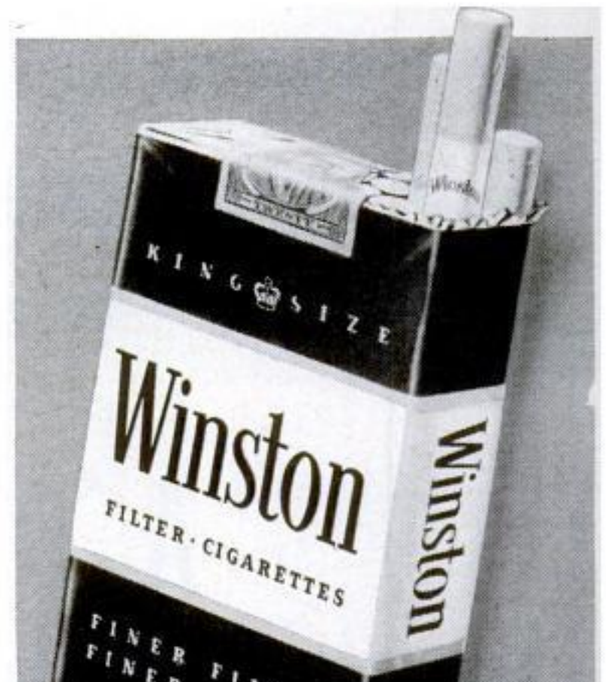


SECTIONS OF PILINGS await final assembly. Six of these reinforced tubes are fastened end-to-end to make one piling that will withstand pile driving.



COMPLETED PILINGS, brought from Mandeville on barges and pounded into bottom, are sealed with concrete after crosspieces are fastened into place.

CONTINUED



NEW! Sta-Rite STAINPROOF BOB PINS



25¢

Resists discoloration of waving solutions. Ideal when swimming or after shampoos. Sta-Rite Ginnie Lou, Inc. Shelbyville, Ill.

LOOK FOR THESE NAMES... Empire MAGIC FRY brand for Quality and Dependability



...ON AUTOMATIC ELECTRIC SKILLETS and FRYPANS...



WINDOW and ROOM FANS..



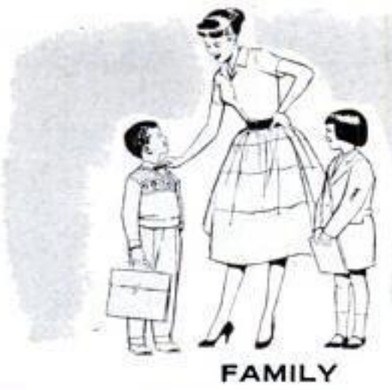
AUTOMATIC ELECTRIC FRYER-COOKERS...



KITCHEN TOOL SETS!

Empire AMEREX Products CORP. CHICAGO NEW YORK

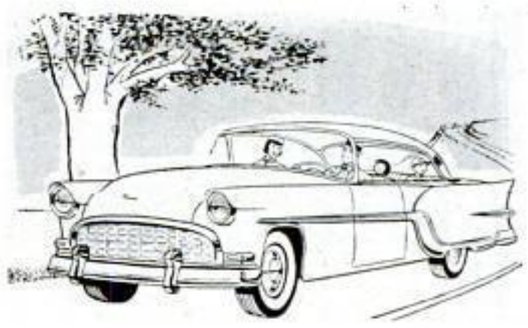
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FAMILY



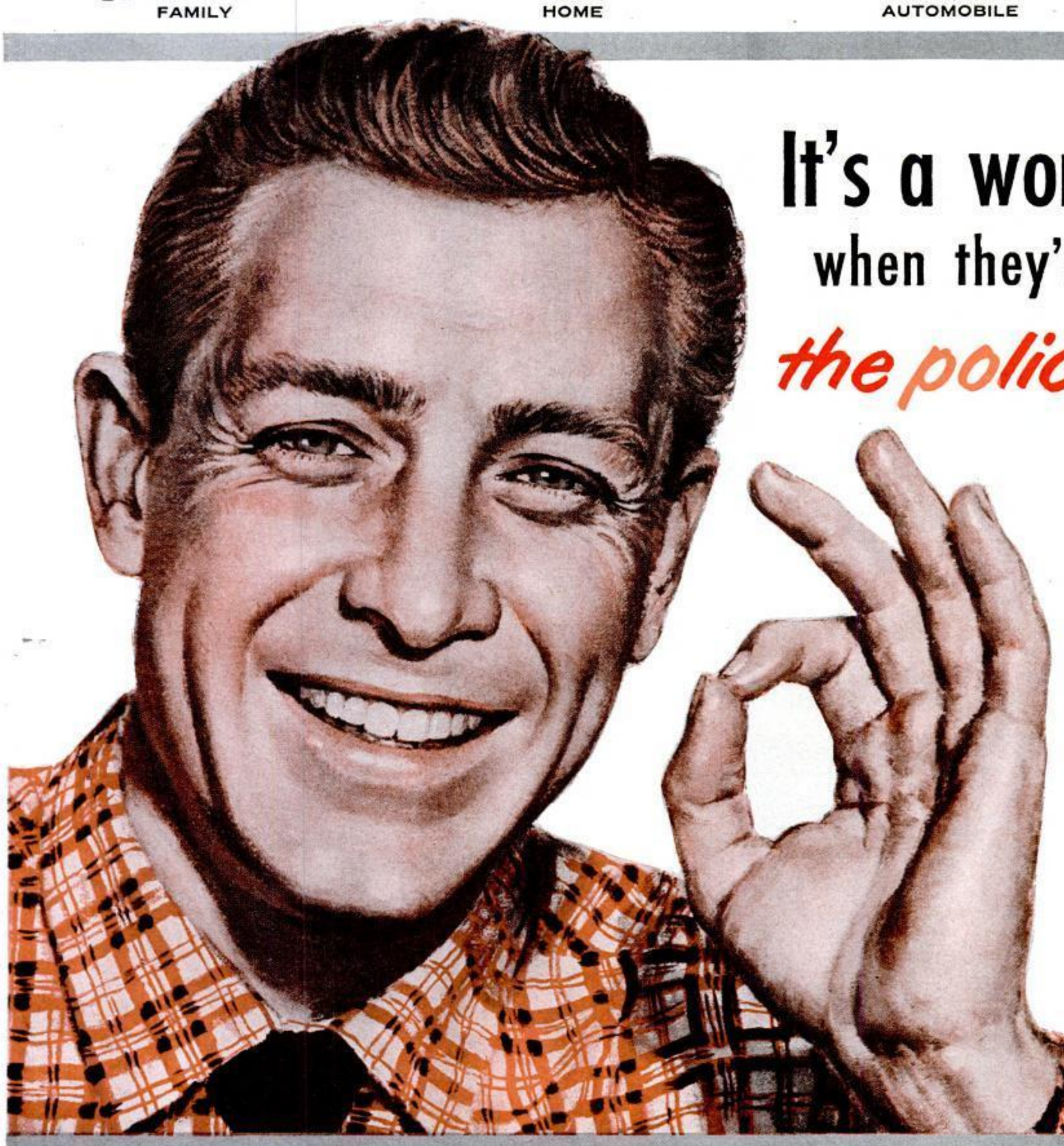
HOME



AUTOMOBILE



BUSINESS



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when they're all protected by

*the policies with the P.S.**

* Personal Service

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And when you get Ætna Casualty protection for your family, home, automobile and business, you get *far more* than just insurance. You get *the policies with the P.S.* — the unwritten plus value that stands for Personal Service.

P.S. means helpful, expert attention to *your* special needs. It means close and continuing assistance from your Ætna Casualty agent . . . an experienced, independent businessman. He works *for you* . . . keeping your insurance program up to date, serving you promptly when accident or loss occurs.

And P.S. means you'll receive the same friendly cooperation *wherever you go,* from Ætna Casualty agents and claim offices coast to coast.

So why not call your Ætna Casualty agent today and enjoy the wonderful feeling which comes from knowing that the things you treasure most are protected by *the policies with the P.S.*

ÆTNA CASUALTY
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Affiliated with ÆTNA LIFE INSURANCE COMPANY • STANDARD FIRE INSURANCE COMPANY • Hartford, Conn.

ALL FORMS OF CASUALTY, BONDING, FIRE AND MARINE PROTECTION



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GENTLE EX-LAX HELPS YOU TOWARD YOUR NORMAL REGULARITY





1. TAKE EX-LAX AT NIGHT when you need a laxative. EX-LAX is pleasant-tasting. Its gentle, effective action won't disturb your sleep.

2. NEXT MORNING, enjoy the closest thing to *natural action.* No upset. No discomfort. No embarrassing urgency with EX-LAX.

3. FOLLOWING DAY, EX-LAX continues to help you toward your normal regularity. You seldom, if ever, have to take it again the next night. Latest medical research proves it—no habit-forming routine ever recommended with EX-LAX.

Available in 15¢, 35¢ and the 75¢ economy size



MORE PEOPLE USE EX-LAX THAN ANY OTHER LAXATIVE

Gentlemen:
here is SOCIAL SECURITY *in action!*

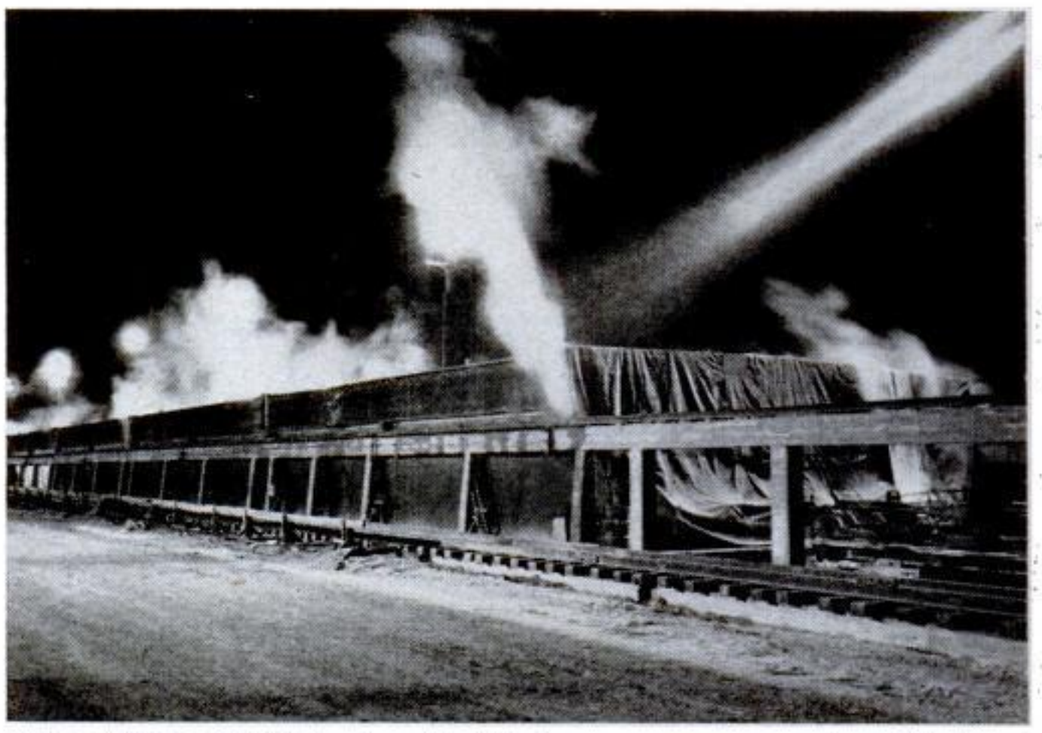


IN 3 SECONDS Old Spice Stick Deodorant gives you safe, sure protection *all day.* Quick, Clean, easy to apply — and melts in instantly!

1.00 *plus tax*

SHULTON New York • Toronto

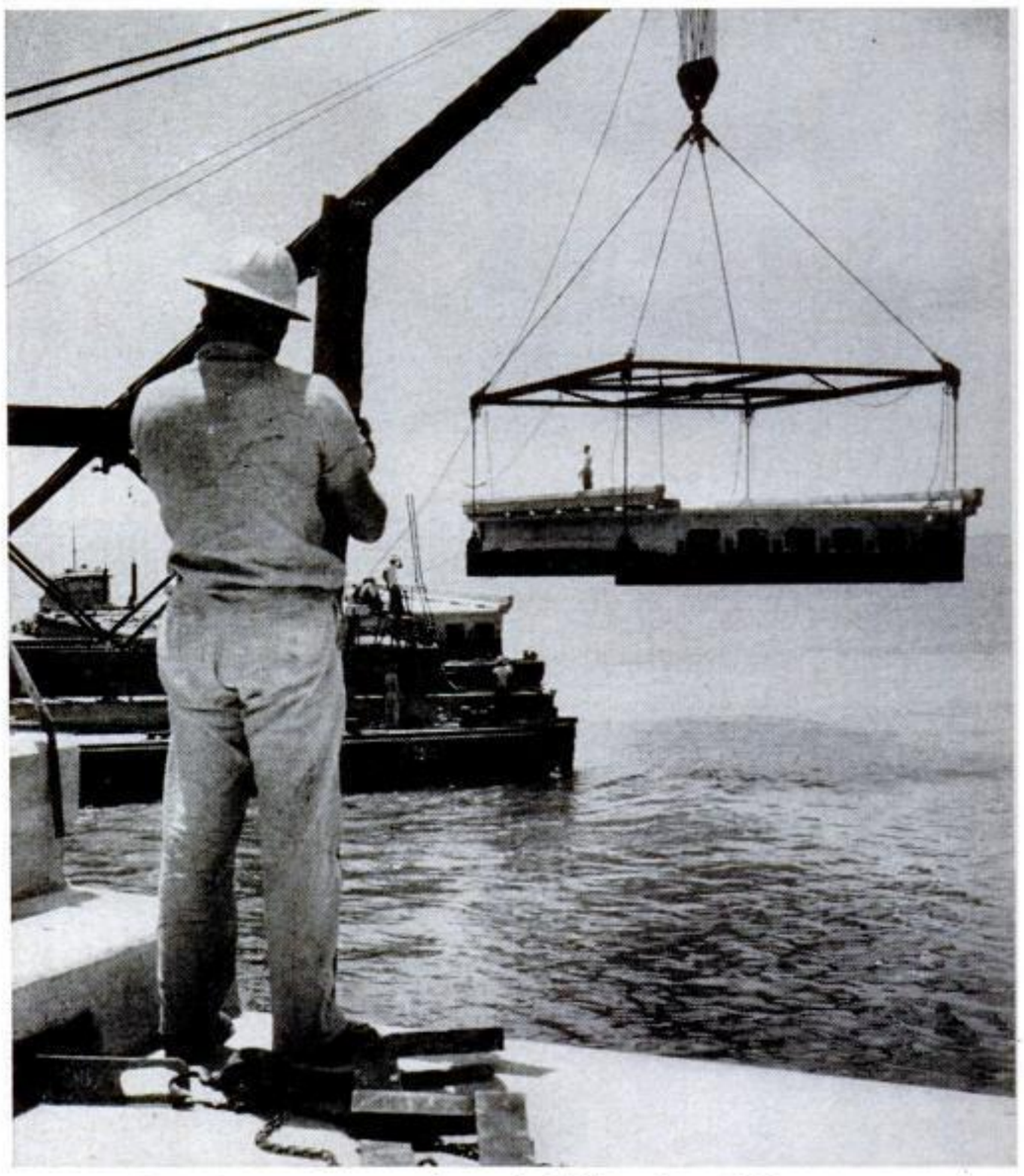
FINISHING AND DELIVERING SLABS



SEASONING SLABS is done by blowing steam on covered prefabricated segments at night in the factory yard. Steam helps set concrete quickly.



TOWING A SLAB, which rides on barge, a tugboat plows south from Mandeville plant over choppy Lake Pontchartrain, following route of the causeway.



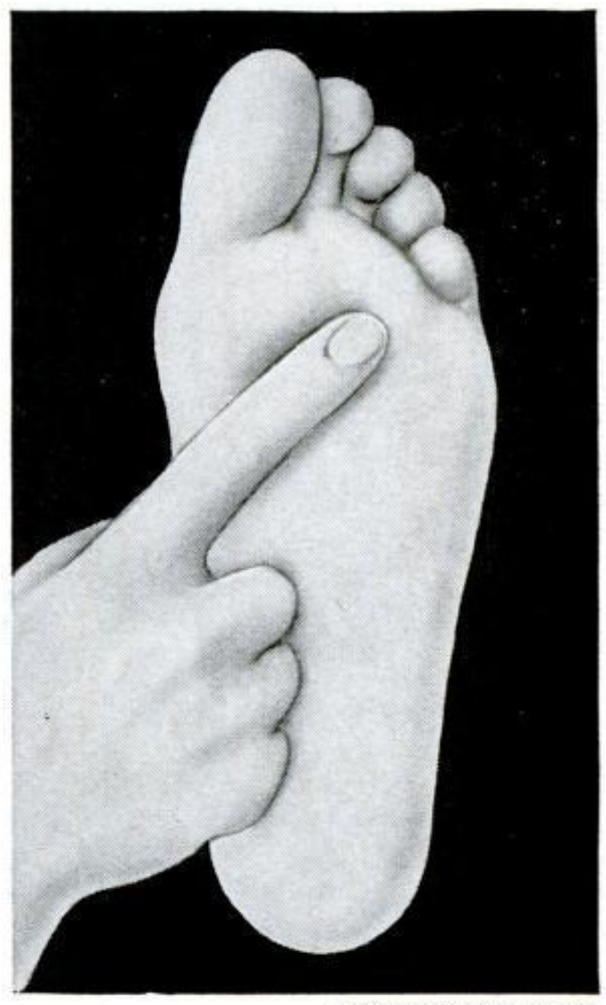
HOISTING A SLAB, a crane swings the 56-foot-long, 196-ton segment from barge toward the piling in the foreground where it will be placed (*next page*).

CONTINUED

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Dr Scholl's

The name that means Foot Happiness



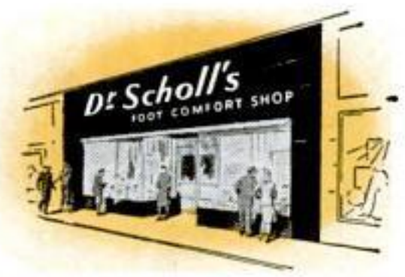
TRADE MARK REG. U. S. PAT. OFF.



Wm. M. Scholl, M.D.

Millions of people all over the world owe their foot happiness to Dr. Scholl. He has devoted 52 years of his life to developing and perfecting over 100 different Remedies, Pads, Plasters, Insoles, Appliances, Arch Supports, Surgical Stockings and Shoes to meet the varied needs of those with foot, leg or shoe problems.

Today, the name Dr. Scholl's is symbolic of quick relief to foot sufferers everywhere. Let it be *your* guide to comfortable, happy feet. Ask for Dr. Scholl's at your favorite Drug, Shoe, Department, 5-10¢ Store or at any Dr. Scholl Foot Comfort® Shop. For free Foot Booklet, write Dr. Scholl's, Chicago 10, Ill.



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CORNS—SORE TOES
Dr. Scholl's Zino-pads quickly relieve pain, lift shoe pressure, gently remove corns. Prevent corns, sore toes, tender spots, blisters. 40¢ box.



BUNIONS
Dr. Scholl's Bunion Reducer, of soft rubber, relieves painful shoe pressure, hides the bulge, helps preserve shape of shoe. Worn invisibly. 75¢ each.



TIRED, ACHING FEET, WEAK, FALLEN ARCHES
Dr. Scholl's Foot-Eazer and exercise quickly relieves these symptoms of foot arch weakness. Adjustable. Only $6.50 pair.



CALLOUSES
Dr. Scholl's Zino-pads, special size for callouses, relieve painful pressure, soreness. Quickly, gently loosen and remove callouses. 40¢ box.



CORNS, SOFT CORNS
Dr. Scholl's "2" Drop Liquid Corn Remover relieves pain, removes hard corns on toes and soft corns between toes. 35¢ bottle.



RELIEVES PAIN, CALLOUSES at BALL of FOOT
Dr. Scholl's Ball-O-Foot Cushion, made of soft Latex Foam, loops over toe. No adhesive. Flesh color, washable. Worn invisibly. $1 pair.



BUNIONS—Tender Joints
Dr. Scholl's Zino-pads, bunion size, relieve painful bunions and enlarged joints; lift shoe pressure. Soothing, cushioning, protective. 40¢ box.



FOOT ODORS
Dr. Scholl's Bromidrosis Powder stops excessive perspiration and bad foot odor caused by a disorder of sweat glands. Very soothing. 60¢ can.



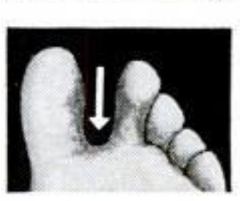
LIKE WALKING ON PILLOWS
Dr. Scholl's Air-Pillo Insoles of soft Latex Foam, relieve pain, callouses on bottom of foot. For men, women. 60¢ pair.



SOFT CORNS Between Toes
Dr. Scholl's Zino-pads (soft corn size), quickly relieve and remove painful soft corns between toes. 40¢ box.



RELIEVE CORNS, CALLOUSES and BUNIONS
Dr. Scholl's Bev-Edge Pads stop painful shoe friction and pressure. Made of felt with beveled edge. Thinner than other felt pads. Only 40¢ box.



ITCHING FEET and TOES
Dr. Scholl's Solvex relieves Athlete's Foot, itching feet and toes. Kills fungi on contact. Ointment, $1. Liquid or Powder. 60¢.



TENDER, HOT FEET
Dr. Scholl's Foot Powder relieves tender, hot, tired, perspiring, odorous feet. Soothing, refreshing. Eases new or tight shoes. 40¢ and 75¢ cans.



ARCH STRAIN?
Dr. Scholl's Arch Binder relieves strain of weak arches by holding muscles, ligaments in position. Flesh color. Sizes for men, women. $1 pr.



SOOTHES BUNIONS
Dr. Scholl's Halluxol — a soothing lotion for relieving painful bunions, irritation and swelling due to inflammation. 50¢.



ACHING, TIRED FEET
Dr. Scholl's Foot Balm quickly relieves feverish, tender, sensitive, tired feet caused by exertion and fatigue. Soothing, refreshing. 50¢ jar.



VARICOSE VEINS
Dr. Scholl's Super-Sheer Elastic Stockings - 51 gauge, full-fashioned. No over-hose needed. Relieve varicose veins, aching legs. $12.95 pair.



TIRED, BURNING FEET
Dr. Scholl's Foot Lotion soothes, cools, refreshes, relaxes tired, aching, tender, burning feet. Deodorizing and antiseptic. Dries quickly.



PAIN HERE?
Dr. Scholl's Metatarsal Arch Supports and exercise relieve pain, callouses, burning, tenderness at ball of foot due to weak arch. $2.50 pair up.



PROTECTS TENDER FEET
Dr. Scholl's Kurotex, soft, cushioning foot plaster, relieves shoe pressure on corns, callouses, bunions, tender spots. Cuts to any size and shape. 35¢.



HEEL BLISTERS
Dr. Scholl's Heel Blister Dressings — the ideal dressings for blisters on heels or other parts of foot. Flexible plastic top. Flesh color. 25¢ box.



RELIEVES CORNS and CALLOUSES
Dr. Scholl's Corn File quickly, painlessly reduces, relieves hard corns and callouses on feet and toes. 25¢ and 35¢.



CALLOUSES, CRAMPED TOES, TENDERNESS
Dr. Scholl's Foam-Ease Arch Cushion. Cushions foot and Metatarsal arch. Made of soft Latex Foam. Worn invisibly. $1 pair.



SORE, HOT, ACHING FEET
Dr. Scholl's Pedicreme quickly relieves sore, hot, tired, aching feet due to exertion and fatigue. This soothing, vanishing cream only 60¢ tube.



CROOKED TOES
Dr. Scholl's Toe-Flex of soft, cushioning rubber, tends to gradually, comfortably straighten crooked or overlapping toes. 75¢ each.



SORE HEELS
Dr. Scholl's Heel Cushions relieve tender heels by giving them a soft, cushioning bed to rest upon. Sponge rubber. 50¢ pair.



FOR INGROWN NAILS
Dr. Scholl's Onixol. A few drops in nail groove relieve soreness, pain; softens embedded part of nail for easy removal. 75¢.

Dr. Scholl's Complete Foot Comfort Service

Below is a partial list of stores and Dr. Scholl's Foot Comfort® Shops offering you a highly developed Foot Relief Service. Experts skilled in Dr. Scholl's modern methods serve you. FOOT TEST is free — no obligation.

★ Stars indicate DR. SCHOLL'S FOOT COMFORT® SHOPS

Akron, O. ★ 59 West State St.
The M. O'Neil Co
Albany, N. Y. ★ 127 North Pearl St.
Astoria, L. I., N. Y. ★ 32-92 Steinway St.
Baltimore, Md. ★ 326 North Charles St.
Hutzler Brothers
Bangor, Maine ★ 128 Main St.
Birmingham, Ala. ★ 211 North 21st St.
Boston, Mass. ★ 23 Temple Place
R. H. White's
Bridgeport, Conn. ★ 173 John St.
Brooklyn, N. Y. ★ 736 Flatbush Ave.
Abraham & Straus, Inc.
Buffalo, N. Y. ★ 68 West Chippewa St.
Sattler's, Inc.
Canton, O. ★ 132 Cleveland Ave., S. W.
Chicago, Ill. ★ 21 North Wabash Ave.
★ 213 West Schiller St.
★ 221 W. Chicago Ave.
★ 15 North Pulaski Rd.
★ 1627 W. Belmont Ave.
The Fair Store
Marshall Field & Company
Goldblatt Brothers
Mandel Brothers
Sears, Roebuck & Co.
Cincinnati, O. ★ 30 West 7th St.
Cleveland, O. ★ 1254 Huron Rd.
The Halle Bros. Co.
The May Co.
Columbus, O. ★ 16 North Third St.
F & R Lazarus Co.
Dayton, O. ★ 26 West 2nd St.
Denver, Colo. ★ 410 Sixteenth St.
Detroit, Mich. ★ 36 West Adams St.
★ 13520 Gratiot Ave.
The J. L. Hudson Co.
The Ernst Kern Co.
Duluth, Minn. ★ 1 West Superior St.
Elmira, N. Y. ★ 113 West Water St.
Fargo, North Dakota ★ 611 First Ave.
Flint, Mich. ★ 220 East 1st St.
Fort Wayne, Ind. ★ 208 West Berry St.
Gary, Ind. ★ 105 West 5th Ave.
Glendale, Calif. ★ 206 N. Brand Blvd.
Grand Rapids, Mich. ★ 154 E. Fulton St.
Hammond, Ind. ★ 5433 Hohman Ave.
Hartford, Conn. ★ 160 Asylum St.
Hempstead, N. Y. ★ 116 N Franklin St.
Highland, Park, Mich.
★ 16511 Woodward Ave.
Hollywood, Cal. ★ 6511 Hollywood Blvd.
Houston, Texas ★ 1420 Main St.
Huntington Pk., Cal. ★ 7007 Pacific Blvd.
Indianapolis, Ind.
★ 205 West Washington St.
Jackson Heights, N. Y.
★ 82-16 Roosevelt Ave.
Jamaica, N. Y. ★ 89-57 164th St.
Joliet, Ill. ★ 14 East Clinton St.
Kansas City, Mo. ★ 1021 Grand Ave.
The Jones Store
Kenosha, Wis. ★ 5823 Sixth Ave.
Lancaster, Pa. ★ 26 West Chestnut St.
Lansing, Mich.
★ 216 North Washington Ave.
Lincoln, Nebr. Gold & Co.
Long Beach, Cal. ★ 412 American Ave.
Los Angeles, Cal. ★ 429 West 7th St.
Louisville, Ky. Sears, Roebuck & Co.
Milwaukee, Wis. ★ 719 N Milwaukee St.
Minneapolis, Minn. ★ 930 Nicollet Ave.
L. S. Donaldson Co.
Muskegon, Mich.
★ 5 Terminal Arcade Bldg.
Newark, N. J. ★ 29 Academy St.
L. Bamberger & Co.
New Haven, Conn. ★ 213 Orange St.
New Orleans, La. Marks Isaacs Co.
New York, N. Y. ★ 399 Fifth Ave.
★ 62 West 14th St.
★ 106 E. Fordham Rd. (Bronx)
Bloomingdales
Gimbel Brothers
Oakland, Calif. ★ 2111 Broadway
Omaha, Nebr. ★ 1620 Douglas St.
Peoria, Ill. ★ 108 North Adams St.
Philadelphia, Pa. ★ 5708 N. Broad St.
★ 1628 Chestnut St.
Gimbel Bros.
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N. Snellenburg & Co.
Strawbridge & Clothier
Phoenix, Ariz. ★ 110 N. Central Ave.
Pittsburgh, Pa. ★ 419 Smithfield St.
Jos. Horne Co.
Plainfield, N. J. ★ 202 Watchung Ave.
Portland, Me. ★ 576 Congress St.
Portland, Ore. ★ 923 S. W. Washington
Meier & Frank
Montgomery Ward & Co.
Providence, R. I. The Outlet Co.
Reading, Pa. Pomeroy's, Inc.
Richmond, Va. ★ 220 North 2nd St.
Rochester, N. Y. ★ 93 Clinton Ave., S.
E. W. Edwards & Sons
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San Bernardino, Calif. ★ 511 "E" St.
San Diego, Calif. ★ 1224 Fifth Ave.
San Francisco, Cal. ★ 231 Grant Ave.
The Emporium
San Jose, Cal. ★ 54 W. Santa Clara St.
Schenectady, N. Y. ★ 210 State St.
Scranton, Pa. ★ 331 N Washington Ave.
Seattle, Wash. ★ 316 Stewart St.
Frederick & Nelson Co.
South Bend, Ind.
★ 215 W. Washington Ave.
Spokane, Wash. ★ 419 W. Riverside Ave.
J. C. Penney Co.
Springfield, Ill. ★ 113 North Fifth St.
Springfield, Mass. ★ 320 Dwight St.
Syracuse, N. Y. ★ 436 S. Warren St.
E. W. Edwards & Sons
Toledo, O. ★ 322 Superior St.
Tiedtke's
Trenton, N. J. ★ 27 East Hanover St.
Upper Darby, Pa. ★ 7054 Garrett Rd.
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The Hecht Co.
White Plains, N. Y.
★ 169 Mamaroneck Ave.
Wilkes-Barre, Pa. Pomeroy's, Inc.
Worcester, Mass. ★ 276 Main St.
Yonkers, N. Y. ★ 359 S. Broadway

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London, Ont. 371 Richmond St.
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East Charest
Kingston ★ 381 Princess

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I can really see the road better. No need to squint. Glare is gone completely with my

COOL-RAY

Polaroid*

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NOW — Priced as low as 79¢, $1.98, $2.98, $3.98

Sun glass illustrated has hand polished zyl frame #81 — $2.98 retail.

LOOK FOR THE COOL-RAY POLAROID DISPLAYS

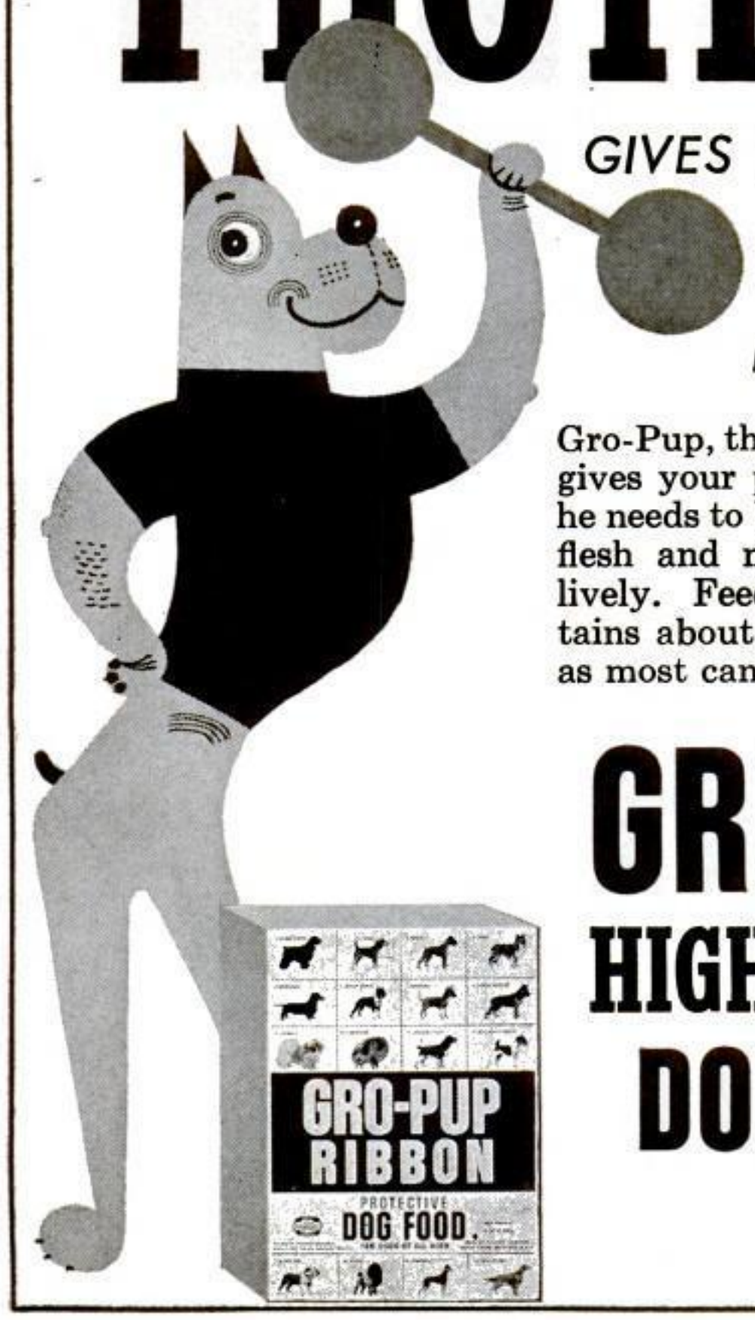
*T. M. REG. BY POLAROID CORP.

PROTEIN

GIVES DOGS

THAT LEAN

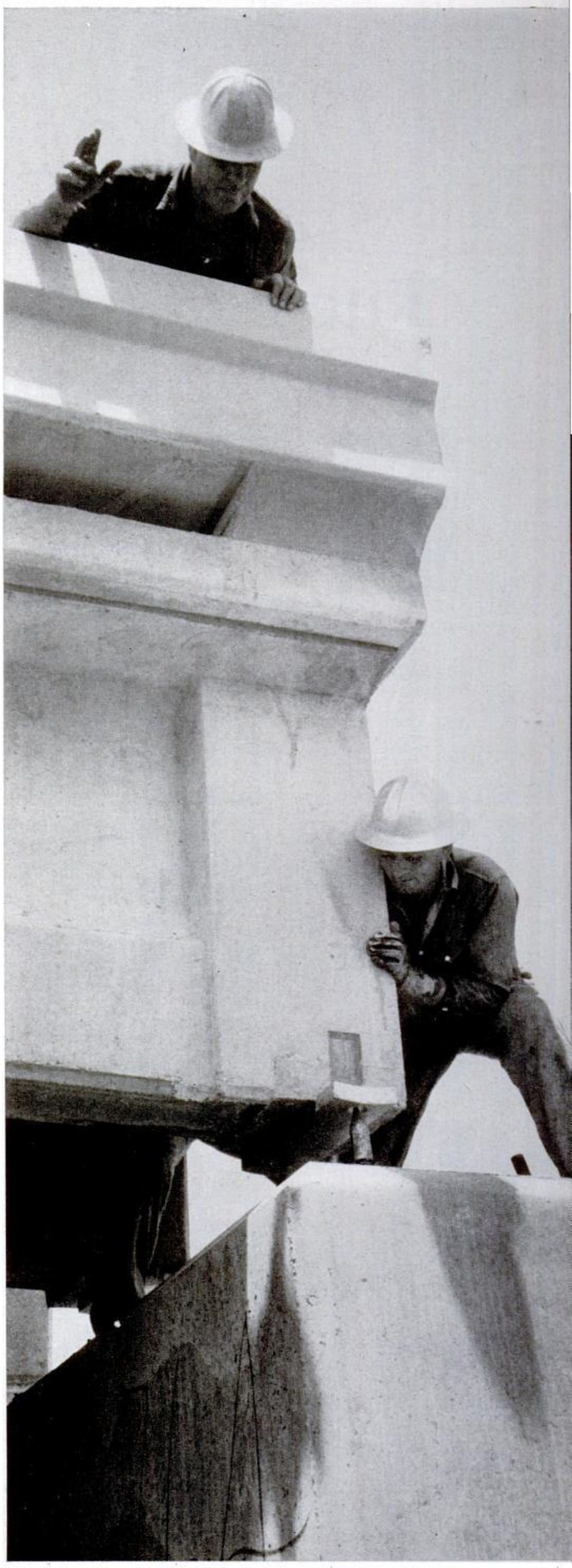
LITHE LOOK



Gro-Pup, the high protein dog food, gives your pet the kind of protein he needs to build and maintain firm flesh and muscle—keep trim and lively. Feed Gro-Pup daily—contains about twice as much protein as most canned dog foods.

GRO-PUP
HIGH PROTEIN
DOG FOOD

TESTED AMERICAN VETERINARY MEDICAL AND ANIMAL HOSPITAL ASSOCIATIONS APPROVED



PLACING A SLAB, workman riding on its top signals crane operator to lower away as workman on piling guides section down onto fastening pins.

CONTINUED

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"This one has the touch!"

Trademarks Reg. U.S. Pat. Off. © Pabst Brewing Co., Milwaukee, Wis.

MAY IS NATIONAL TAVERN MONTH

Unmistakable! The taste with the Pabst Blue Ribbon Touch

How does Pabst Blue Ribbon manage to give you the same great flavor glass after glass after glass? It's the *Pabst Blue Ribbon Touch.* (PBRT, as they say on TV.) For example, take hops. These temperamental flowers vary tremendously. Even two crops from the same field may be different. But hops are the spice of beer. So Pabst keeps them under control by blending the finest foreign and domestic hops so they can add the same satisfying sparkle to every brew. We think you'll be able to taste the difference this makes. So give the right answer the next time you're asked that famous question, "What'll you have?" Just pipe up, "Pabst Blue Ribbon."

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WIDE WHITE RIBBON stretches toward shore. Eight miles of span are out of sight of land. Bridge will go into service in September, have 60-mph speed limit. Because of earth's curvature the roadway, which spans almost 1/1,000th of the earth's circumference, will be two inches longer than distance of water it covers.

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range cooks invented the barbecue

shirtsleeve chefs improved it...



here's their secret for real outdoor flavor!

Long ago famous range cooks discovered that hot coals alone aren't enough to bring out the full flavor of good meat.

To get that lusty barbecue taste and aroma pour Lea & Perrins Worcestershire over your steaks or burgers while broiling . . . it not only adds zest but helps brown and tenderize them. Or baste with a sauce . . . 3 parts melted butter to one of Lea & Perrins. For that extra special occasion serve a Texas Style Barbecue Sauce* and stand back for bows and "seconds".

Any way you use it, Lea & Perrins' 120-year-old recipe, often imitated, never equalled, develops flavor at its peak. For barbecue... meat, fish, poultry dishes... soups, gravies, sauces and tomato juice.

For good eating . . . anytime . . . outdoors and in . . .
Get the best, the original . . . "Lea & Perrins".



portable barbecue grill
***terrific bargain at only* $2.00**

Ideal for beach parties, picnics, camping trips, backyard cookouts. Sturdy, copper-plated grill. Ventilated steel fire pot. Heavy wrought iron legs. 16" high. Yours for only $2.00 and outside wrapper from Lea & Perrins bottle. Act fast while they last! Mail cash, check or money order with coupon below. (West of the Mississippi add 25¢ for shipping.) Offer good in the Continental United States only.



***FREE!** Recipe Book. Authentic Texas Style and 4 other piquant barbecue sauces. Many practical barbecue hints. Plus 163 general recipes, 84 good "go-togethers", 7 pages carving diagrams. Write for yours today!
Lea & Perrins, Inc., Dept. L, 241 West St., New York 13, N.Y.

(Offer Expires Sept. 15, 1956 – L)

LEA & PERRINS, Inc.
P. O. Box 59-A, Mount Vernon 10, New York

Here's my $2.00 and outside wrapper from Lea & Perrins bottle.
Please send my Portable Barbecue Grill to:

Name.....

Address.....

City.....Zone.....State.....

(West of the Mississippi add 25¢ for shipping)

LEA & PERRINS the *ORIGINAL* Worcestershire

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GREATEST ADVANCE IN SUNTAN PRODUCT HISTORY!

Now—Have a Richer Tan in

with SKOL'S revolutionary NEW "RICH-TAN" Formula

This summer you can put a glow in your tan that will make all your other tans seem dull! The secret is in Skol's exclusive new "Rich-Tan" formula.*

This new kind of tan magic actually "lights up" your tan with vibrant life and luster . . . gives you a *richer* tan, *faster—more safely than ever before.*

New control factor

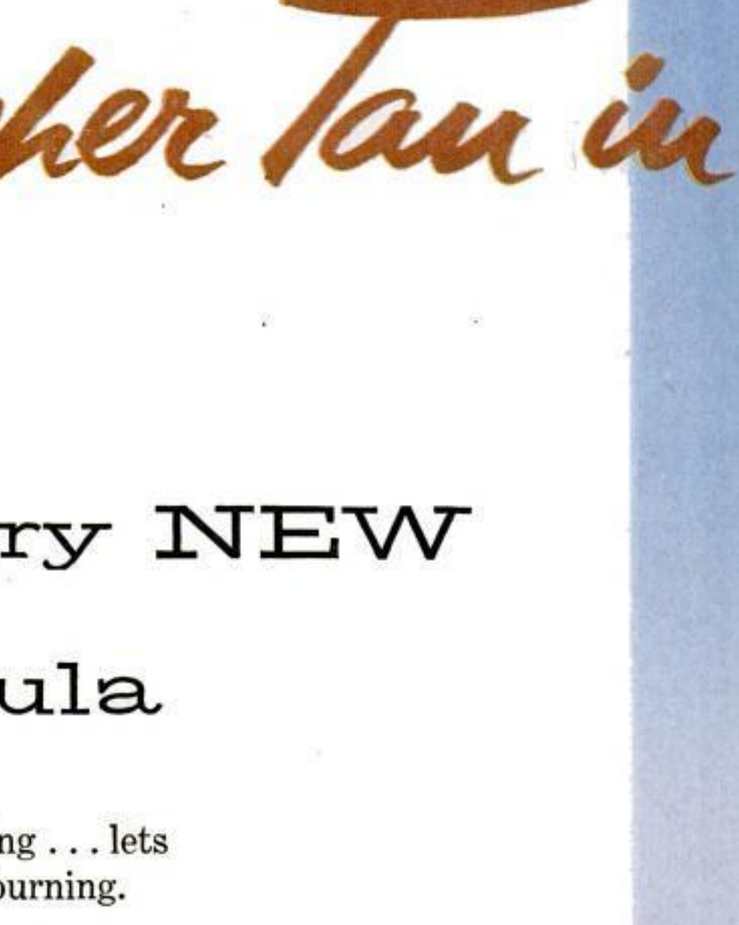
Skol's new "Rich-Tan" formula now controls the reaction of your skin to the sun. This new formula makes your skin more "receptive" to beautiful tanning . . . lets you tan more deeply without burning.

And you tan faster

With Skol's new "Rich-Tan" formula you start darkening immediately. You can get a tan in just a few hours!

Use Skol's new "Rich-Tan" formula this summer. Avoid splotchy, unsightly color and discover how rich and deep and smooth your tan can really be.

*This formula is the exclusive property of SKOL and cannot be used by any other manufacturer.



REGULAR SKOL

Not oily. Doesn't pick up sand. Goes on neatly and leaves no visible trace on skin. The world's largest selling tanning lotion! Available in glass bottles or in handy new squeeze-spray plastic. "SKOL" REG. U. S. PAT. OFF.

SKOL'S "RICH-TAN" FORMULA also comes in 3 new forms



SKOL TANNING OIL
A rich oil that gives skin luster . . . prevents dryness. Also in aerosol can.



SKOL TANNING FOAM
A rich, fluffy cream that softens, smooths. Especially effective for dry skin.



SKOL TANNING CREAM
A white, greaseless cream with a special skin softening ingredient.

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You can have a smoother, richer tan . . . faster with Skol's exclusive new formula

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It flashed ahead while other cars marked time

THE YEAR-AHEAD CAR . . . the only big one that's dramatically new this year!

Newer, bigger, finer than any other car you can own at its price! That's the "PowerStyle" Chrysler! While other cars marked time with few changes in their '56 models, Chrysler streaked ahead. All new styling. Longer body. Sensational new Pushbutton Drive Control. Instant Heating System. Highway Hi-Fi. Concealed exhaust outlets. Safety door locks. And many other advances. Besides these brand new advances there is the airplane-type V-8 engine and full-time power steering . . . major advances Chrysler has had for years and competitive cars *still don't have.*

With all this dramatic newness, Chrysler is today's most economical buy. You can actually own a bigger, more powerful Chrysler Windsor V-8 for the cost of a medium-price car . . . even for the cost of a low-price car with all the optional equipment. See it, drive it, at your Chrysler Dealer's today!

"PowerStyle"

CHRYSLER

BIGGEST BUY OF ALL FINE CARS!

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OLD TOES, NEW PROS

A retired watchman, who was a prizefighter before that, and his wife, a mail-order house wrapper, make up the oldest—and one of the liveliest—dance teams in the country. Otto and Emma Krinke, now doing six shows a week at a St. Paul, Minn. supper club, are billed with a slight stretch of fact as having "150 years of dancing experience" between them. He is 75, and she 72. They have been married and dancing together for 48 years.

As amateur hoofers the pair won more than 150 dance contests around the state. Recently they decided to make their light-footedness pay by turning professional as the Dancing Gordons. Emma works days, too, wrapping packages while Otto does the housework. They will get away from their work soon to come to New York and dance on Ed Sullivan's TV show.



PROUD GRANDPARENTS entertain one third of their 21 grandchildren at their home and watch 3- and 5-year-old Ruth and Gary Krinke dance. Pair expects to be great-grandparents in the early fall.



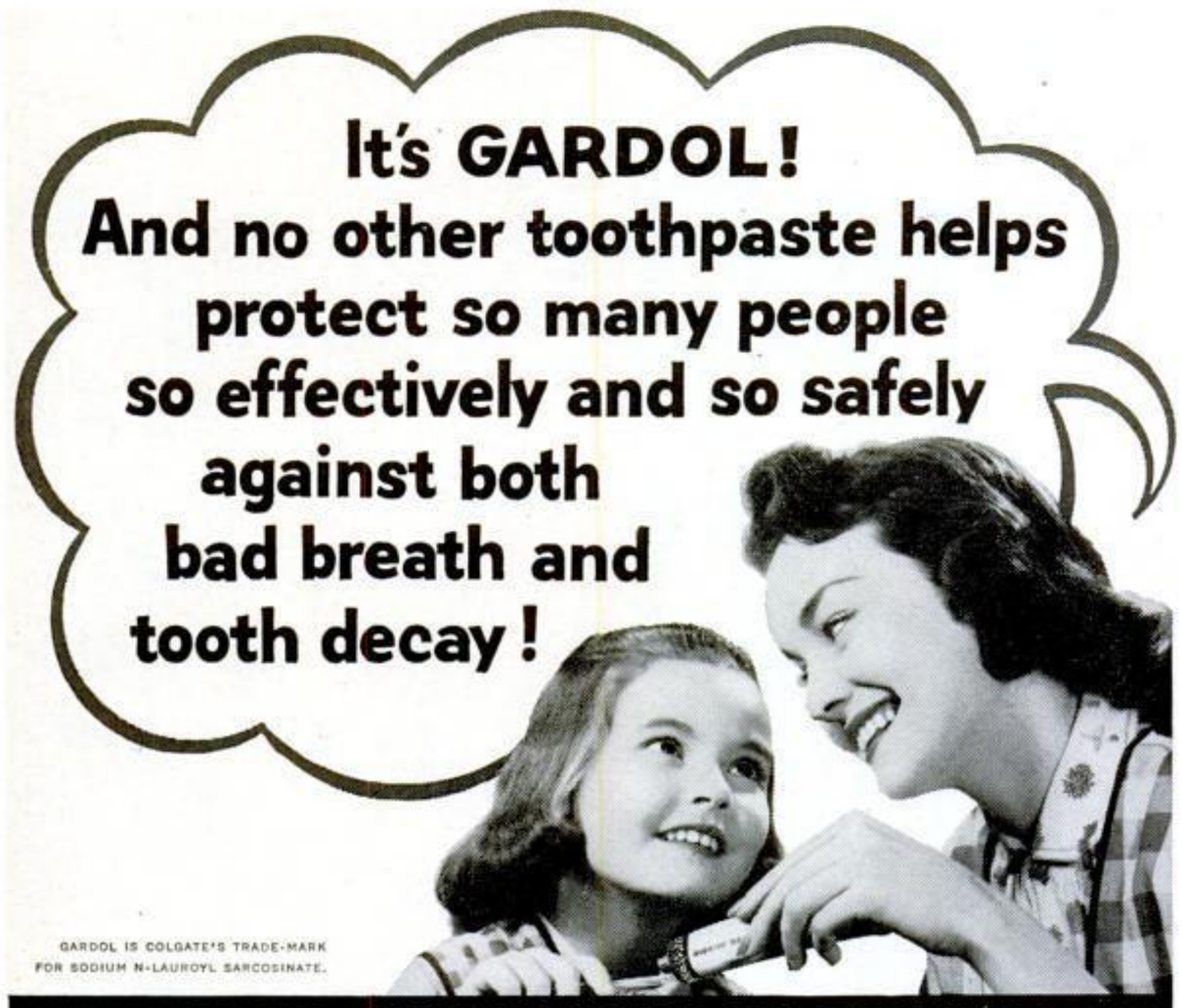
DANCING GRANDPARENTS glide into their jitterbug bounce on the floor of the Driftwood Room in Lowry Hotel in St. Paul. Pair put on their 12-minute dance act six times a week. They demonstrate their versatility with tangos, fox trots, rumbas and some stately waltz steps of which they are particularly proud.

CONTINUED

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What's New in Colgate Dental Cream that's MISSING-MISSING-MISSING in every other leading toothpaste?

It's GARDOL!
And no other toothpaste helps protect so many people so effectively and so safely against both bad breath and tooth decay!

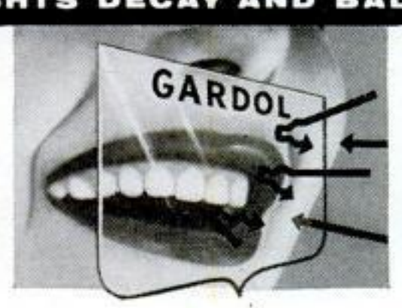


GARDOL IS COLGATE'S TRADE-MARK FOR SODIUM N-LAUROYL SARCOSINATE.

HOW COLGATE'S FIGHTS DECAY AND BAD BREATH ALL DAY!



Colgate's with Gardol is safe —even for children under six. No other leading toothpaste* can give you long-lasting Gardol protection, with such complete safety for every member of your family! No other company can match Colgate's 79 years of dentifrice research!



Unlike other leading toothpastes, Colgate Dental Cream forms an invisible, protective shield around teeth that fights decay all day! Ask your dentist how often to brush your teeth. But remember! One Colgate brushing fights decay-causing bacteria 12 hours—or more!



Colgate's with Gardol helps stop bad breath all day for most people with just one brushing! *Instantly* sweeps away bacteria that cause bad breath originating in the mouth . . . gives you a cleaner, fresher breath all day! And Colgate's famous flavor is preferred the world over!



SAFE for Children of All Ages!
SAFE to Use in All Water Areas!
Cannot stain or discolor teeth!



*THE TOP THREE BRANDS AFTER COLGATE'S.

CLEANS YOUR BREATH While It GUARDS YOUR TEETH

KRINKES' FINE FOOTWORK



SEPTUAGENARIAN BUMP brings Gordons together with a smile as they rehearse new dance routines in full dress for a forthcoming television show.



SEPTUAGENARIAN KICK is a feature of the pair's strenuous jitterbug routine. Neither of the Gordons is noticeably winded after their night's shows.

CONTINUED

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It's Cook-out time...





CHICKEN BARBECUED
CRANBERRY SAUCE
CHEF'S SALAD
HERB BUTTERED BREAD IN ALCOA WRAP*
COCA-COLA*

TO BARBECUE CHICKEN†:

Select two or three broiler-fryer chickens split lengthwise, or breast and leg parts. Sprinkle chicken with Ac'cent*. If using halves, hook wing tip behind shoulder joint onto back. Brush with barbecue sauce. Place on grate set 12 inches or more from heat — skin side up. **Cook slowly** until tender, turning frequently and basting each time. Allow 1 to 1¼ hours total cooking time. Drumstick should twist easily out of thigh joint. If using parts, thickest pieces should be fork-tender. Just before serving brush chicken with any left over sauce or use for dunking.

†Excellent results depend on slow cooking...glowing coals (not flame) and proper distance from heat.

INGREDIENTS FOR SAVORY BARBECUE SAUCE:

½ cup salad oil
1 cup lemon juice or cider vinegar
1 tablespoon salt
2 tablespoons Grandma's Unsulphured Molasses*
1 teaspoon Tabasco*

To Prepare Sauce: Measure salad oil, lemon juice or vinegar, salt, Grandma's Unsulphured Molasses and Tabasco into saucepan. Heat to boiling. Keep hot for basting chicken. Mix thoroughly before each basting.

INGREDIENTS FOR HERB BUTTERED BREAD SAUCE:

1 clove garlic, cut in half
½ cup butter or margarine
2 tablespoons snipped parsley
1 teaspoon snipped fresh thyme or pinch of dried whole thyme
1 loaf (about 1 lb.) packaged sliced white bread

To Prepare Sauce: Rub small skillet with cut side of garlic and remove garlic. (If strong garlic flavor is desired, slice and mash garlic clove to a juicy pulp in the skillet). Add and melt butter or margarine. Stir in herbs. Brush each slice of bread with mixture and put back together into original loaf shape. Wrap in Alcoa Wrap. Heat about 15 minutes in hot oven (425°F). Turn foil down from top to form a basket and serve hot.

*Registered Trade Marks

with Barbecued Broilers

It's time to relax and enjoy casual outdoor living. Try this delicious chicken barbecue. Remember, everybody just **loves** chicken. It compliments your guests... and your good taste. Gather around the grill for a chicken barbecue tonight and **often** this summer.

NATIONAL BROILER COUNCIL
RICHMOND 3, VIRGINIA

RESEARCH • EDUCATION
The NATIONAL BROILER COUNCIL
ADVERTISING • MERCHANDISING

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The only place to get  *these Tastee-Freez treats*

WHOLESOME HOSPITALITY — COAST-TO-COAST AND 'ROUND THE WORLD

tastee-freez®



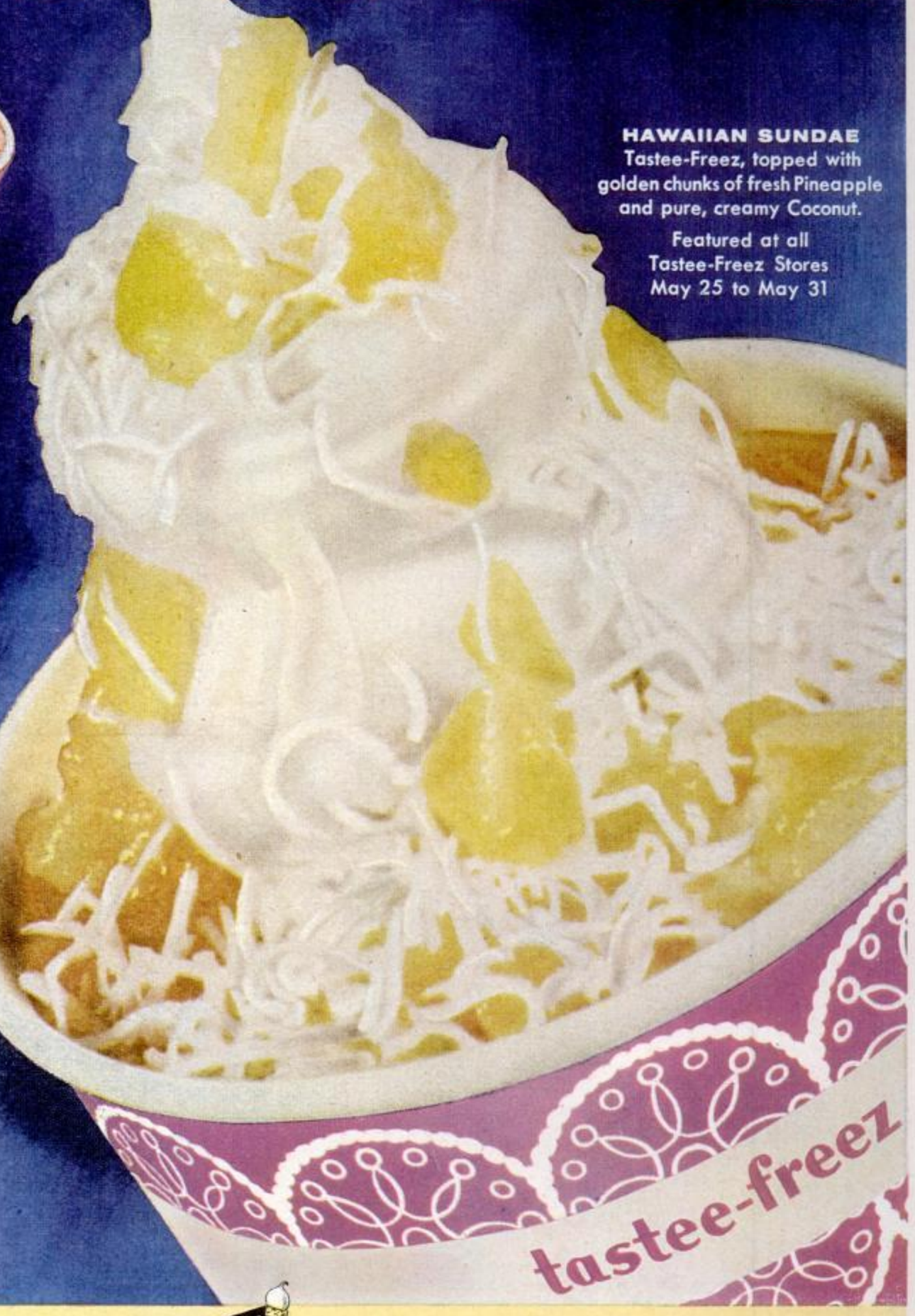
DIP TOP CONES
Featured June 15 to 21



MALTS AND SHAKES
Featured June 1 to 7

BANANA SPLIT
Featured June 8 to 14





HAWAIIAN SUNDAE
Tastee-Freez, topped with golden chunks of fresh Pineapple and pure, creamy Coconut.
Featured at all Tastee-Freez Stores May 25 to May 31

ENJOY THIS NEW, DOUBLY-DELICIOUS TREAT MADE FROM PURE, FRESH MILK AND CREAM AND "FROZEN ON THE SPOT" FOR YOU!

Special of the month



DOUBLE WALL THERMO TUMBLERS

Insulating *double walls* keep beverages, foods, refreshments hot or cold for hours! Big, picnic size. Leakproof, snap-on cover. Break-resistant thermo-plastic in smart diamond design. Variety of lovely colors. Start your set today! Simply complete Punch Card with $1.00 worth of Tastee-Freez purchases and get your Thermo Tumbler, a regular $1.25 value . . .

SPECIAL OFFER 29¢

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Harlee Mfg. Co.



YOU CAN OWN A TASTEE-FREEZ STORE
and enjoy a good income and permanent security. TASTEE-FREEZ Stores are individually owned, nationally advertised and merchandised. Locations available throughout U.S. and Canada. Minimum capital $3500. (Higher in Metropolitan areas and Canada). Write for FREE booklet. Address: Tastee-Freez Stores, 2518 West Montrose, Dept. L-528, Chicago 18, Illinois.

PROPERTY OWNERS

Hundreds of property owners have found it a profitable, safe investment to build TASTEE-FREEZ Stores and lease them on a long-term basis to Tastee-Freez Corp. of America. Write for FREE booklet. Address: Tastee-Freez Corp. of America, 2518 West Montrose, Dept. C, Chicago 18, Illinois.

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GO AHEAD...GET IT!

Don't just stand there looking at it. Go on inside. You don't have to tell him you want to buy it. Just tell him you want to see it.

Examine the construction, carefully. Open it up. Notice how simple the lens-shutter arrangement is . . . how precise the focusing set-up is . . . how sturdy every movable part is. This camera is really built.

He'll take your picture. And sixty seconds later, he'll show you *that picture*. Then you take a couple of shots yourself. See how easy it is to work.

You'll be having so much fun snapping pictures one minute and seeing them the next that maybe you won't notice right away how terrific the *quality* of these pictures is. But take a good look. The new Polaroid Land Film is simply great.

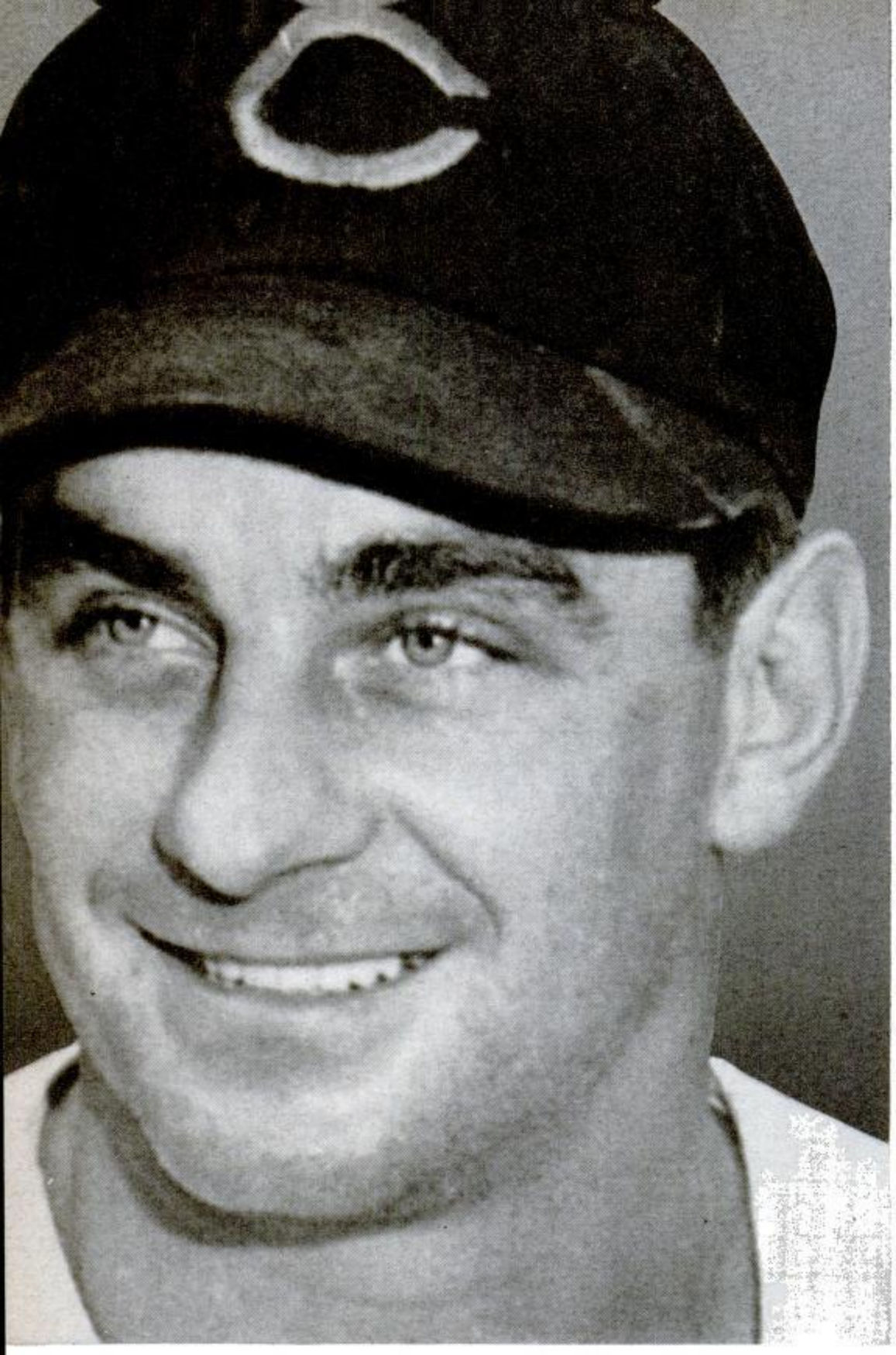
POLAROID®
Land
CAMERA
with remarkable
new film

Details are razor sharp. Blacks are really rich. Whites are like snow. And these pictures *last*, like any fine prints. Copies? All you want. Enlargements? Big as you want.

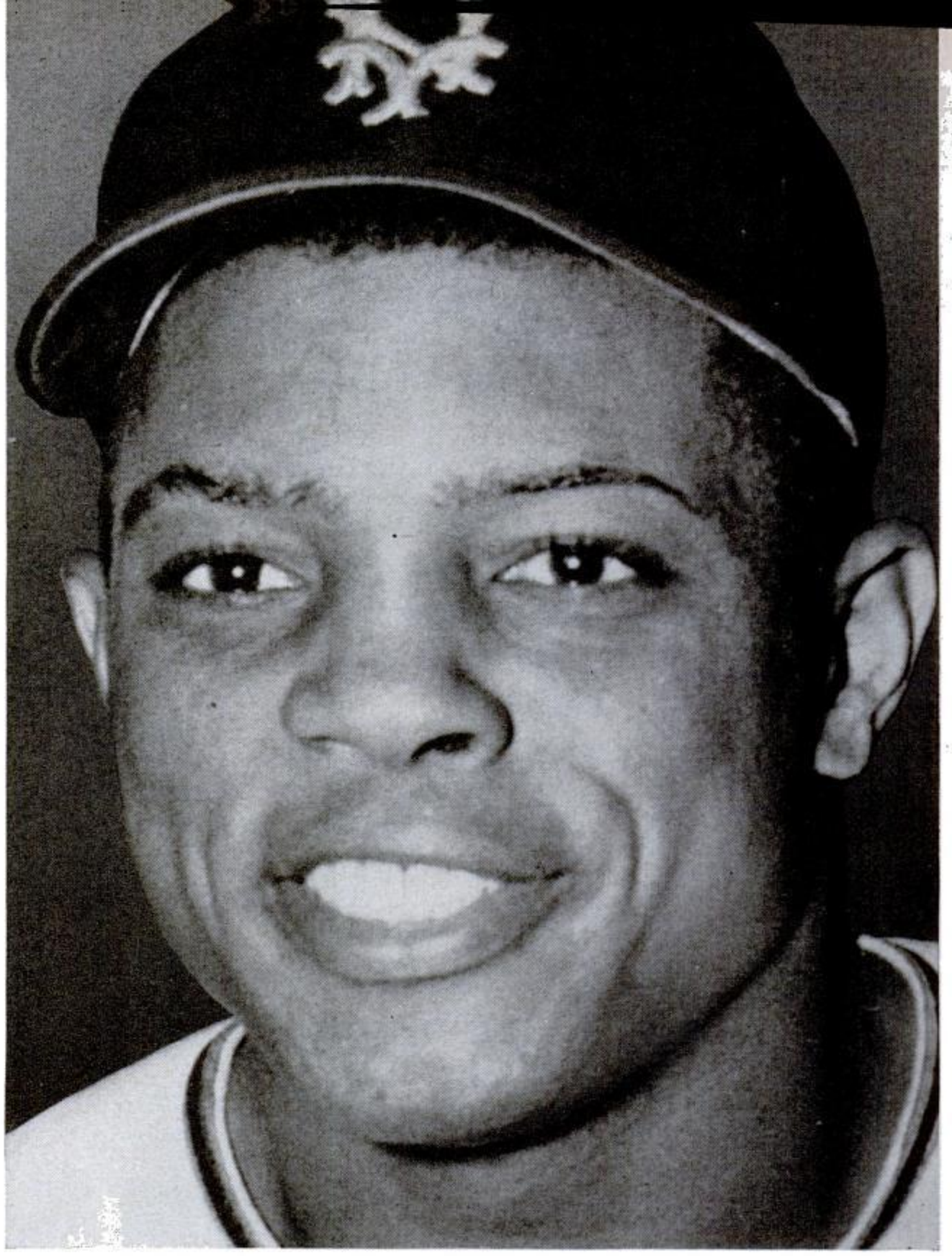
How much for the camera? The one you were looking at in the window is $69.95. You can pay for it at $1.19 a week. $1.19 a week and it's yours.

Go ahead—get it! It'll double the fun of your hard-earned vacation.

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TED KLUSZEWSKI, CINCINNATI REDLEGS. This Wheaties champ socked out 47 home runs in 1955. Big Ted also got the most hits in the National League—192.



WILLIE MAYS, NEW YORK GIANTS. Hit 51 home runs in 1955 to lead the National League. A sensational outfielder, Willie calls on Wheaties energy for speed.

"WIN $100.00 FOR EVERY HOME RUN EACH OF US HITS THIS SEASON!"

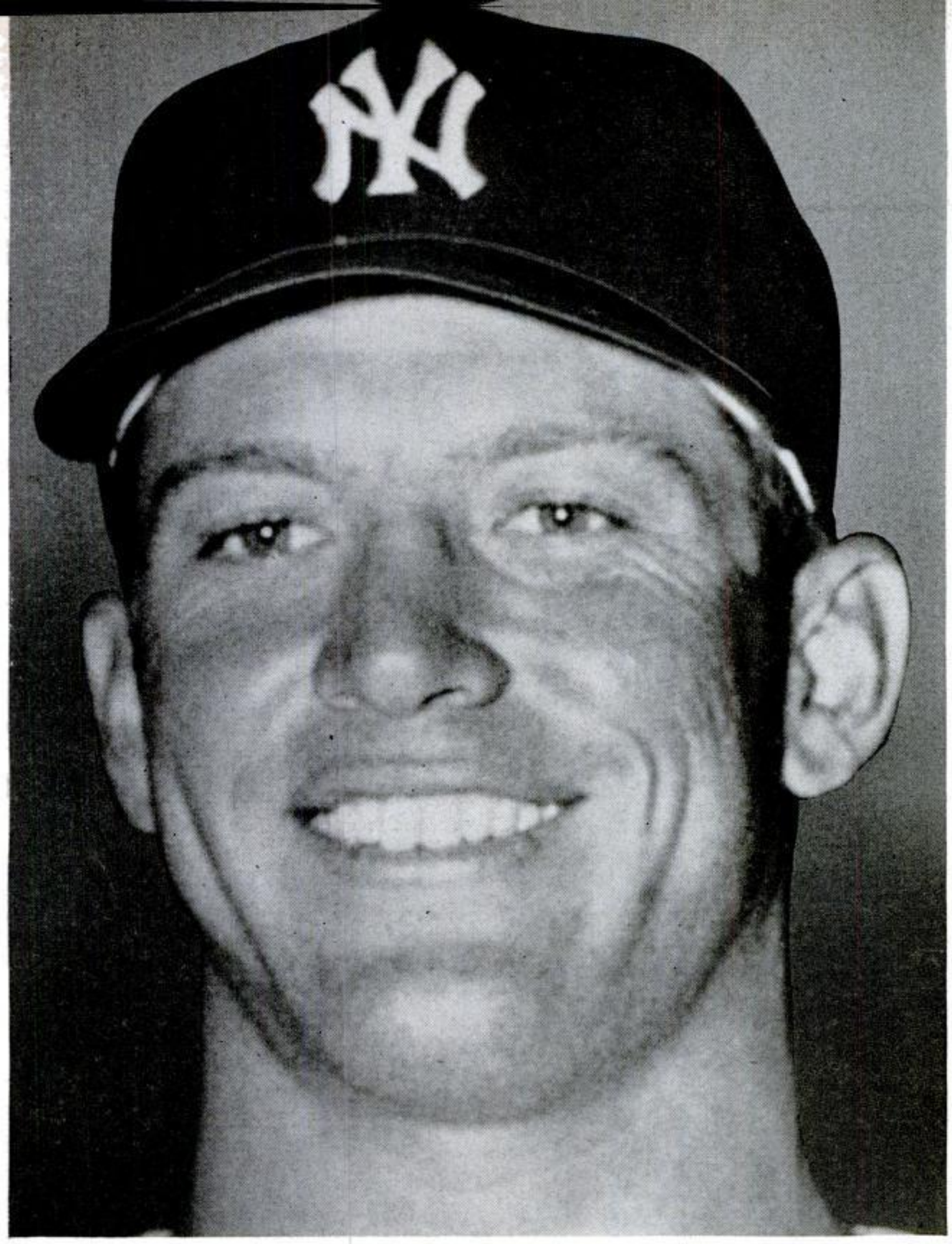
NOT A CONTEST! NO JINGLES TO WRITE! NOTHING TO BUY!



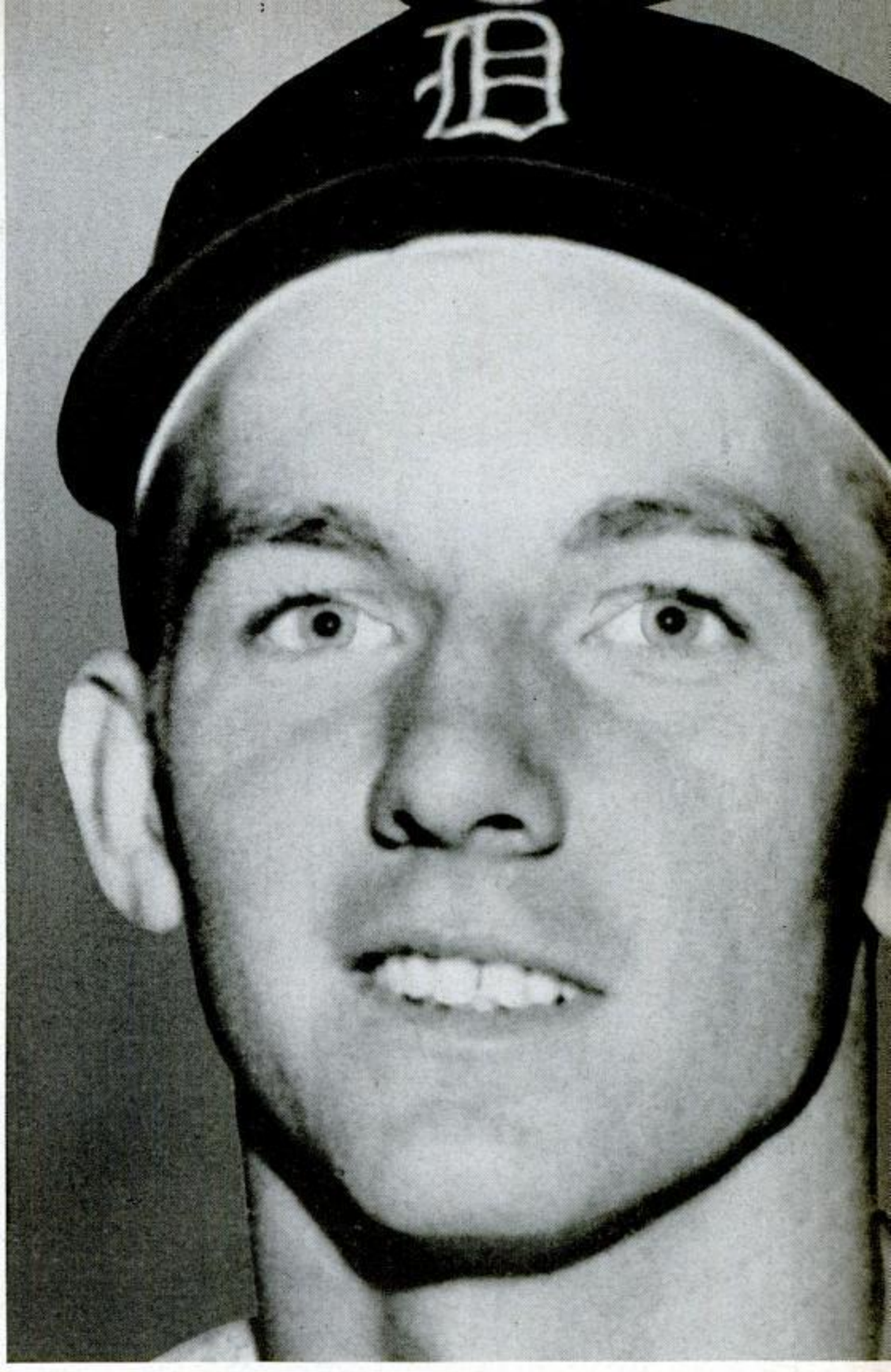
WATCH THE WHEATIES CHAMP

General Mills

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MICKEY MANTLE, NEW YORK YANKEES. American League Home Run Champion in 1955 with 37 home runs. Mickey's a great performer and a Wheaties eater for 12 years.



AL KALINE, DETROIT TIGERS. American League batting champion. Hit 27 home runs in 1955. Al's only 21 years old but he's really coming on Wheaties!

WHEATIES HOME RUN SWEEPSTAKES!

Just Send In Your Entry For The Sweepstakes Drawing. Look What You May Win!

1st Prize $100. . . . for *each* home run Mickey Mantle hits, *plus*
$100. . . . for *each* home run Willie Mays hits, *plus*
$100. . . . for *each* home run Ted Kluszewski hits, *plus*
$100. . . . for *each* home run Al Kaline hits
in regular Major League play during 1956 Season.

2nd Prize $50. for each home run so hit by Mantle, Mays, Kluszewski and Kaline.

3rd Prize $25. for each home run so hit by Mantle, Mays, Kluszewski and Kaline.

10 4th Prizes $5. . . for each home run so hit by Mantle, Mays, Kluszewski and Kaline.

If Mantle, Mays, Kluszewski and Kaline hit as many home runs as they hit in 1955 league play (162 altogether), prize winners will receive a total of . . .

$36,450

First prize winner would get $16,200—*and if they hit more,* all prizes will be greater!

CELEBRATE NATIONAL WHEATIES WEEK

by sending in your Sweepstakes entry and eating lots of Wheaties like the champions do. Watch these Wheaties champions pictured here. Keep track of their home runs. Every one will be money in your pocket if you are a winner!

Wheaties Home Run Sweepstakes drawing will be made before the first World Series Game. First prize will be drawn first, second prize will be drawn second, etc.

EASY SWEEPSTAKES RULES

1. *Put your name and address* and the name and address of your grocer on Sweepstakes Entry or postcard. Mail to Wheaties Home Run Sweepstakes, Box 448, Minneapolis 1, Minnesota.

2. *Enter as often as you wish* but each entry must be mailed separately. All entries must be postmarked not later than midnight July 4, 1956 and received by July 15, 1956.

3. *Open to all residents of the U.S.*, including its territories and possessions, except residents of New Jersey and Nebraska, employees of General Mills, Inc., its advertising agencies and their families. Subject to federal, state and local regulations.

4. *Winners' names will be available* approximately two weeks after drawing, to all who send to General Mills, Dept. 75, 623 Marquette Ave., Minneapolis 2, Minnesota a 3¢ stamped envelope addressed to themselves.

Fill out and mail (no envelope necessary—you can just paste or glue to postcard).

Your Wheaties Home Run Sweepstakes Ticket

Send to: WHEATIES HOME RUN SWEEPSTAKES
Box 448, Minneapolis 1, Minnesota

My Name _____
(PRINT PLAINLY)

Address _____

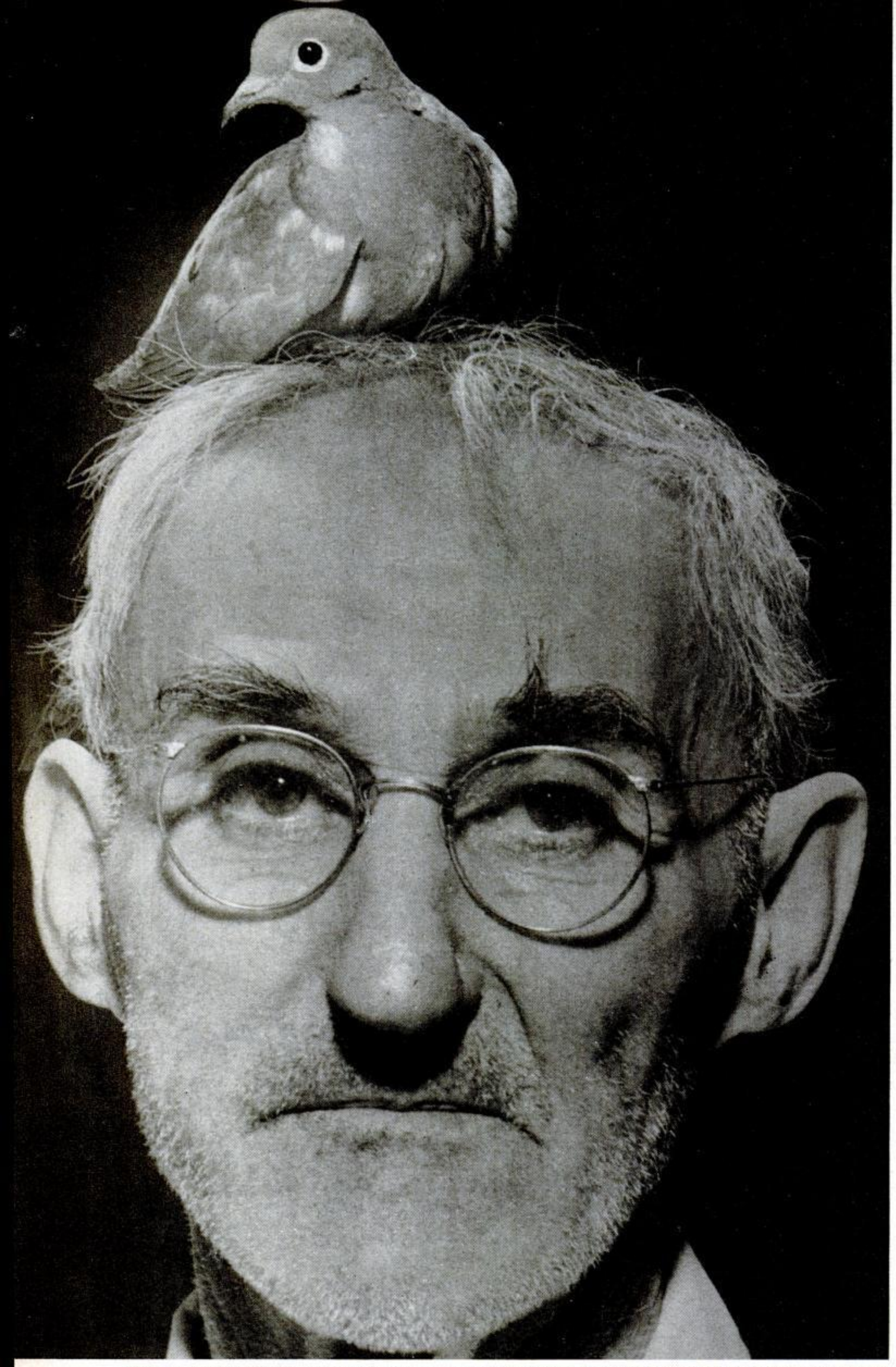
City _____ *State* _____

The name and address of my favorite grocer:

ENTER NOW! Entries must be postmarked not later than midnight July 4, 1956.

IONS IN ACTION!

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A GENTLE MAN WHO DOTES ON TWO DOVES

Because he befriended two mourning doves, James E. Newlin, 70, a stonecutter of Tucson, Ariz., became involved in a bewildering hassle with the U.S. government.

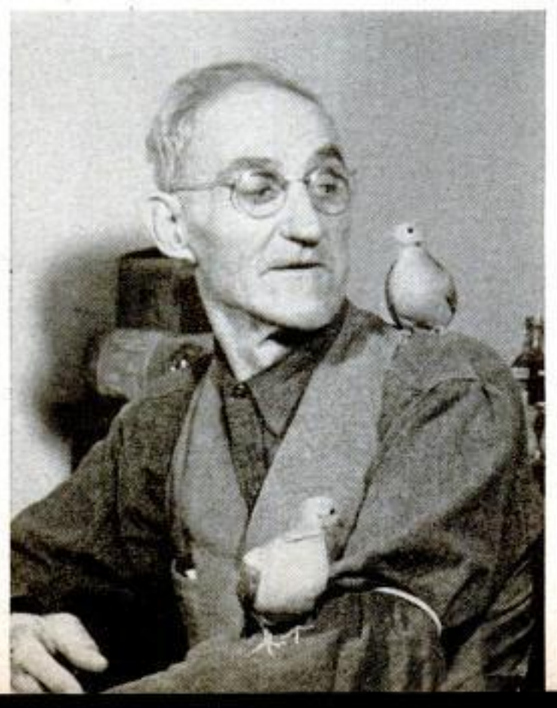
He had acquired one of the doves, named Cuckoo, when he shooed a cat from a nest and rescued the only survivor, an infant bird with a wisp of egg shell stuck to its down. The other, named Bobo, was presented to him by some workmen who found it homeless. Given gentle care and freedom to fly in and out of doors, the mourning doves rewarded their benefactor with a fierce affection. A favorite perch was the top of Newlin's head (*left*). When a friend would pretend to attack the old man, the doves would turn into bits of feathered fury, beating their wings in the attacker's face.

One recent day the U.S. Fish and Wildlife Service heard about Newlin and the birds and took stern action. Because the Migratory Bird Treaty Act prohibits possession of mourning doves, the service took Cuckoo and Bobo away. Brokenhearted Newlin protested but the service would not yield. But when it came out that the service planned to exhibit the doves at county fairs over the U.S., Tucson residents rallied behind the old man, appealed to Arizona's Senators Hayden (D) and Goldwater (R) who obtained special permission for Newlin to keep the birds. Cuckoo and Bobo were brought back looking the worse for wear.

Then Newlin encountered a second problem. The nesting season had arrived, but both doves were males. A male dove is as anxious as a female to sit on eggs but, of course, cannot produce them. The solution is shown below.

WITH CUCKOO PERCHED ON HIS HEAD, NEWLIN SORROWFULLY AWAITED SEIZURE OF MOURNING DOVES

BACK WITH BENEFACTOR after their release, the doves renew their friendship.



ON SENTRY DUTY, Newlin sits in yard with an air rifle to keep cats away from place where he feeds the doves and many wild birds.



ON FAKE EGG, Cuckoo contentedly tries to hatch a pecan that has been painted white.



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Now your rooms can keep that "just-painted" look years longer with this wear-resistant wall paint



● Walls of Como Blue Rubberized WALLHIDE bring out the unusual charm and distinction of this living room.



● This handsome bedroom takes a restful feeling from walls finished in Chocolate Rubberized WALLHIDE.



● The warm radiance of Camellia Rubberized WALLHIDE accents the friendly atmosphere of this living room.



Handy COLOR SELECTOR at your Pittsburgh dealer's shows you hundreds of Maestro Colors available in: WALLHIDE Rubberized Satin Finish and WALLHIDE Alkyd-Type Flat for walls; WALLHIDE Gloss and SATINHIDE Enamels; SUNPROOF House Paint and Trim; Shake and Shingle Paint; New Rubberized CEMENTHIDE Masonry Paint. Take color chips home, if you wish.

Pittsburgh Rubberized WALLHIDE Satin Finish — the extra-duty wall paint used by hotels and schools is now available for home use in hundreds of colors.



Choose the finish that stands up even in a houseful of lively children! It has been "Kid-tested" in thousands of homes!

HERE'S the beautiful Pittsburgh wall finish that's *rubberized* for velvet-like smoothness and rubber-like toughness!

● **Designed to stand** extra wear in hotels and schools, the smooth, hard finish of Rubberized WALLHIDE gives armor-like protection against scuffs and scratches. It retains its "just-painted" look years longer, even in a houseful of active youngsters! Dirt and stains can't penetrate its tough, elastic surface. You can wash it repeatedly without marring its beauty.

● **Now available** in hundreds of colors, this specially made, long-wearing paint goes on quickly and easily from brush or roller. Even beginners get a smooth, uniform finish.

● **Drying is super-fast** and rooms are ready for use again within an hour after decorating. There is no "painty" odor.



1. Fast to Apply—Pittsburgh Rubberized WALLHIDE goes on easily with brush or roller.



2. Fast to Dry—Rooms are ready for use an hour after painting. No "painty" odor.



3. So Easy to Wash—Dirt, lipstick, crayon, inkspots and smudges wipe off quickly.

FREE — Get beautifully illustrated Pittsburgh book, "Living in Color", at your Pittsburgh dealer's. It's packed with new decorating ideas and color schemes.



PITTSBURGH PAINTS

PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

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Look at all the lovely things you can get by saving

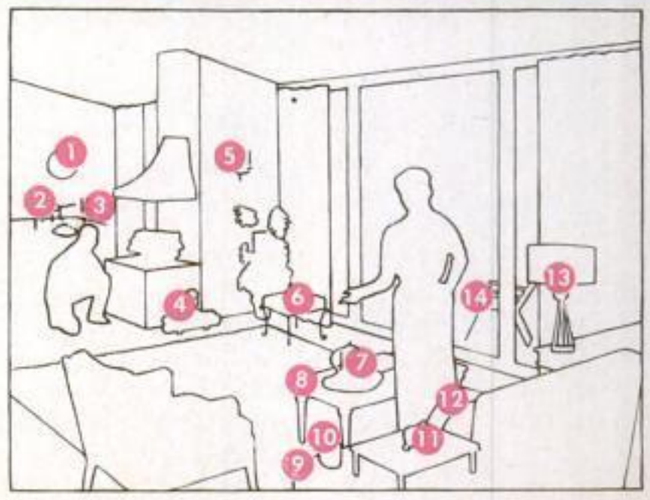
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Why don't YOU get a discount for cash on daily purchases?

Shop at stores that give you S&H GREEN STAMPS.

The picture above shows some of the wonderful things you can get with S&H Green Stamps for your own living room. And there are hundreds of other choices! Actually, when your store gives you S&H Green Stamps you are getting a discount on your purchases for paying cash. Manufacturers, wholesalers and retailers all get a discount for cash—and you, too, are entitled to it. So take advantage of this painless way of saving. Get these rewards that 20 million other thrifty women enjoy. Start today to save S&H Green Stamps.



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Green Stamps

...and imagine! You don't pay a penny for any of them.

General Electric...Samsonite...Pepperell...Bulova... these are just a few of the nationally famous products you can get just by saving S&H Green Stamps! Actually, you can take your choice of 1500 wonderful things for your home, your hobby or your favorite sport...and not one of them will cost you a penny!

Just do all your shopping at stores that give you S&H Green Stamps with every purchase. Food stores, filling stations, department stores, drug stores...stores of all kinds...over 60,000 clear across the nation.

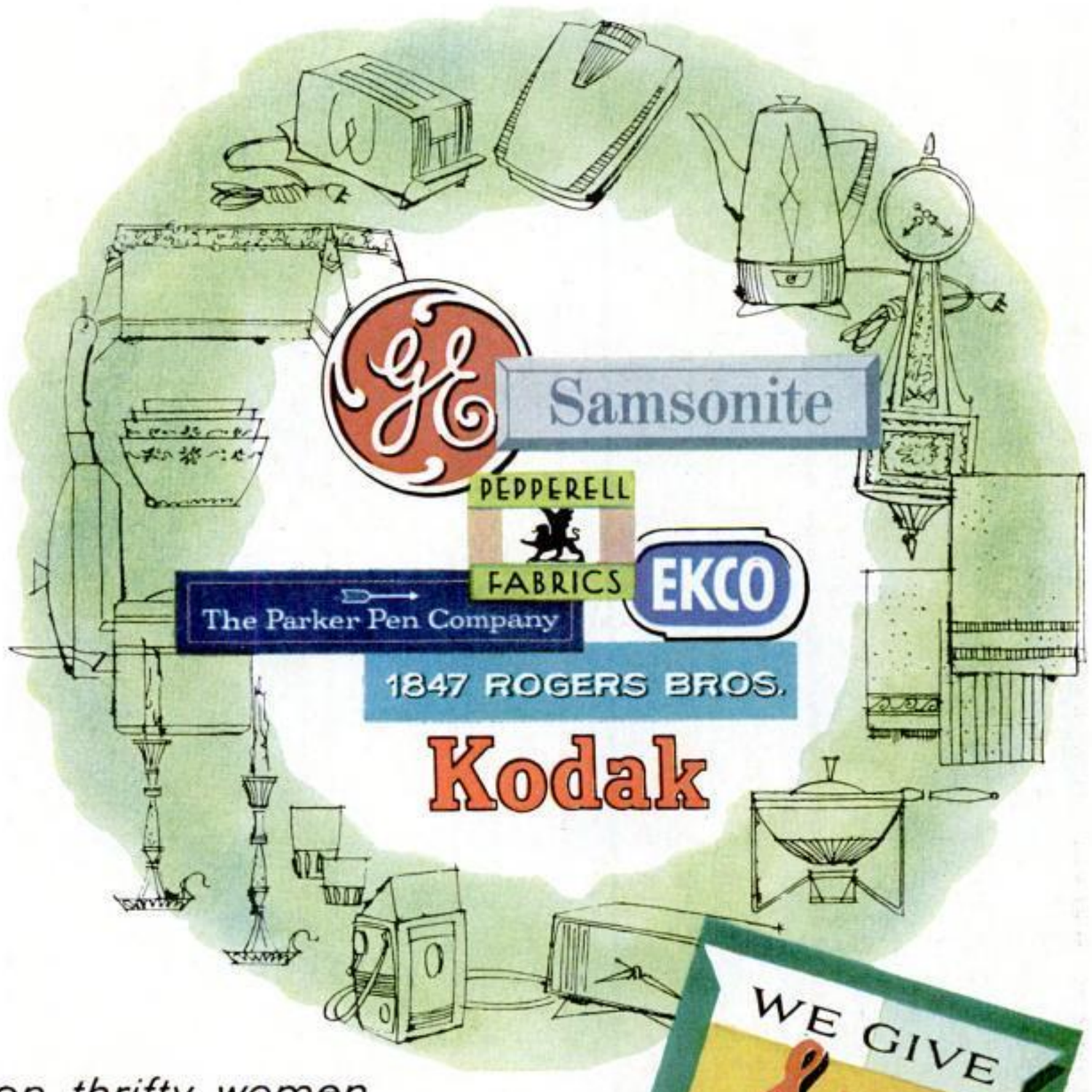
More than 20 million smart, thrifty housewives are already saving S&H Green Stamps. S&H, you know, is the oldest and largest stamp plan in America. S&H has been redeeming stamps for 3 generations—actually 60 years. Today S&H redeems more stamps than all other stamp plans combined.

You get S&H Green Stamps at the finest stores in your community. And because there are so many more S&H stores, your book fills up faster!

Start now. See all the wonderful things you can get at the S&H Redemption Center in your town. SAVE and HAVE with S&H Green Stamps.

Your choice of over 1500 items

—all nationally known products such as General Electric, Bulova, Pepperell, Cannon, Kodak, Silex, Samsonite and a host of others. Shop where you get S&H Green Stamps—the stamp of quality.



Join the 20 million thrifty women who shop where they see this sign.....



GREEN S&H. STAMPS

AMERICA'S ONLY NATIONWIDE STAMP PLAN.

Diagram of S&H items in picture above: 1 Sunburst clock 2 Copper chafing dish 3 Wrought iron console set 4 Brass log carrier 5 Wall sconce 6 Hassock bench 7 Hot beverage server 8 Coffee table 9 End table 10 Camera 11 Decorative brass bowl 12 Sofa pillow 13 Table lamp 14 Folding arm chair

THE SPERRY AND HUTCHINSON COMPANY—SINCE 1896. NOW CELEBRATING ITS DIAMOND ANNIVERSARY.

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Lowest Priced Rocket!

There's an unmistakable *feel* to an Oldsmobile . . . from the feeling of importance when you own it . . . to the wonderful feeling of flying when you drive it.

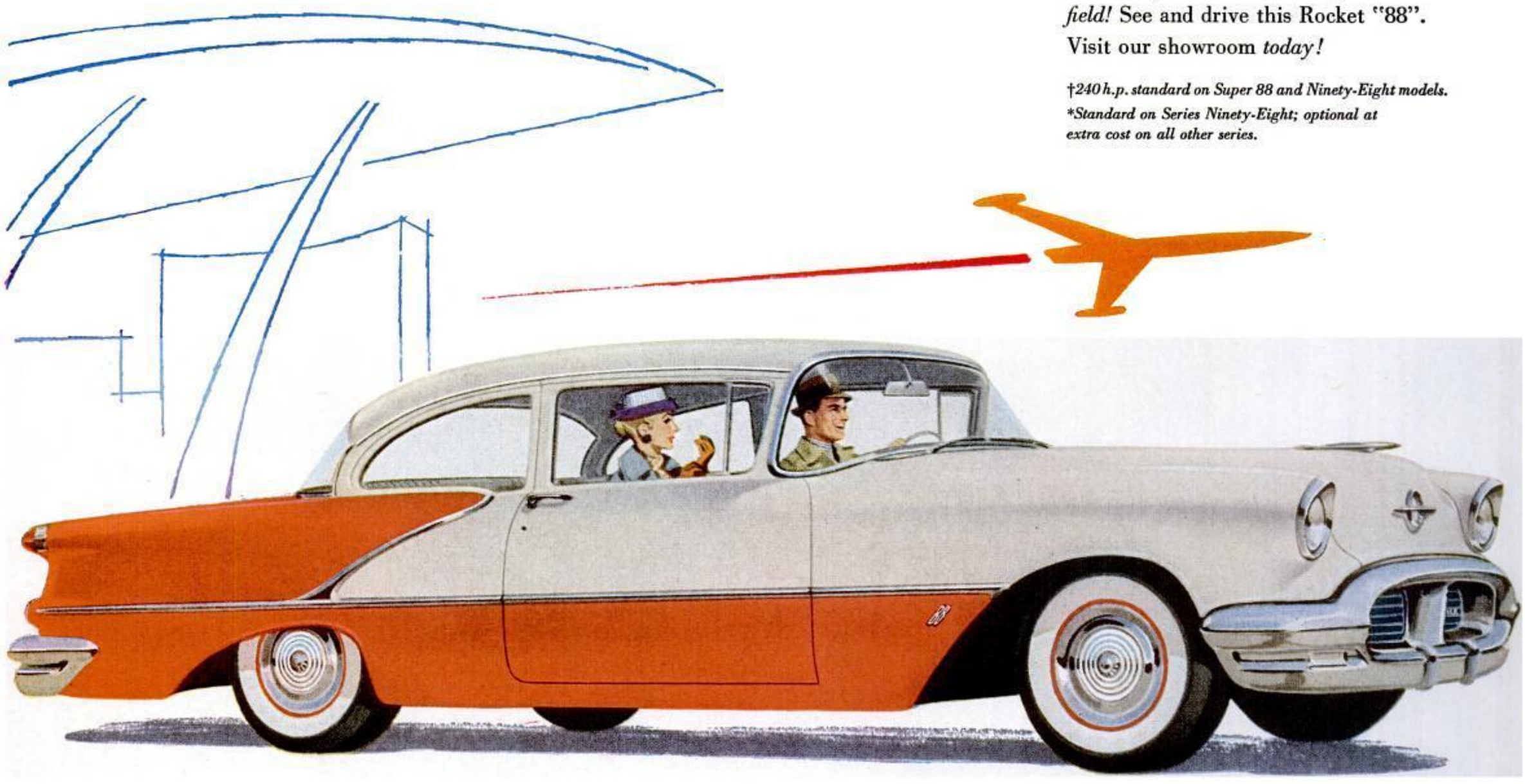
Outside, the styling leadership of the functional "Intagrille"—actually two bumpers in one—and nearly 17 feet of overall beauty tell you this is *big-car luxury!*

Inside, there's room to spare . . . real comfort for a couple or a carload. And you're riding in high style.

This Oldsmobile "88" delivers a big difference in performance, too, with a 230 h.p.†, 9.25 to 1 compression Rocket Engine. You can even have the double-fluid-coupling smoothness of Jetaway Hydra-Matic* if you desire.

The price . . . *right down with many models in the low-price field!* See and drive this Rocket "88". Visit our showroom *today!*

†240 h.p. standard on Super 88 and Ninety-Eight models.
**Standard on Series Ninety-Eight; optional at extra cost on all other series.*



"88" 2-DOOR SEDAN

OLDSMOBILE

A QUALITY PRODUCT BROUGHT TO YOU BY **YOUR OLDSMOBILE QUALITY DEALER!**

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Midsummer Minimum

DESIGNER FOR YOUNG PARES DOWN LINGERIE

The short shift at left represents a new tack by a tried young hand in U.S. fashion. Anne Klein, designer for the dress firm Junior Sophisticates and one of the winners of last year's Winnie award (LIFE, Oct. 17), is now turning out lingerie for her ready-made following. She thought up her strapless nightgown while spending a hot spell in a hospital. Made with matching bloomers, it is a cool covering ruffle of sheer cotton fabric with rows of elastic thread stitched around the top (Tempo, $6). Among Miss Klein's other ideas for underthings are ballerinas' costumes for the bedroom and trick slips (*following pages*).

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the finest orange soft drink ever made!



made from real oranges



BIB FRONT and a collar trim short dotted nightgown which has matching bloomers (Tempo, $6). This is Miss Klein's adaptation of a man's formal shirt.



BULLFIGHTER SHIRT worn over black pants ($9) is nighttime version of ruffled shirts which are already in style for day and evening (LIFE, May 7).

CONTINUED

Slice a crusty bread loaf lengthwise.
Spread a side with Braunschweiger.
Top with slices of aged Hard Salami,
P & P Loaf, Spiced Luncheon Meat, tomato,
cheese, pickle chips, pepper and onion
rings. Add mustard to taste.



Call it a Submarine, Italian Hero or Po'Boy...but always build this sandwich with meat you know is FRESH The Swift's Premium brand! More than 100 Swift's Premium Table-Ready Meats are made FRESH daily in Swift Kitchens

...rushed to your store, where they sell fast...millions of packages every week!



Swift's Premium Table-Ready Meats are served exclusively in Disneyland, Anaheim, California.

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When MacKinlay Kantor, noted American author of the current best-selling novel Andersonville, *entertains his friends, Lord Calvert helps to make them welcome. Above, the candid camera catches Mr. Kantor (second from left) sharing a good anecdote and good Lord Calvert whiskey with fellow-authors Stuart Cloete (seated on sofa), Temple Fielding (standing at right) and other friends.*



HALLMARK OF A GRACIOUS HOST

Wherever entertaining is an art, there you'll find Lord Calvert . . . the acknowledged aristocrat of American whiskies. For of all the millions of gallons distilled by Calvert, only the finest are set aside to bear this proud label . . . and not a drop is released, regardless of demand, until it has achieved true *perfection* of smoothness and flavor. Make Lord Calvert *your* whiskey . . . for friends, for honored guests, for yourself.

Lord Calvert

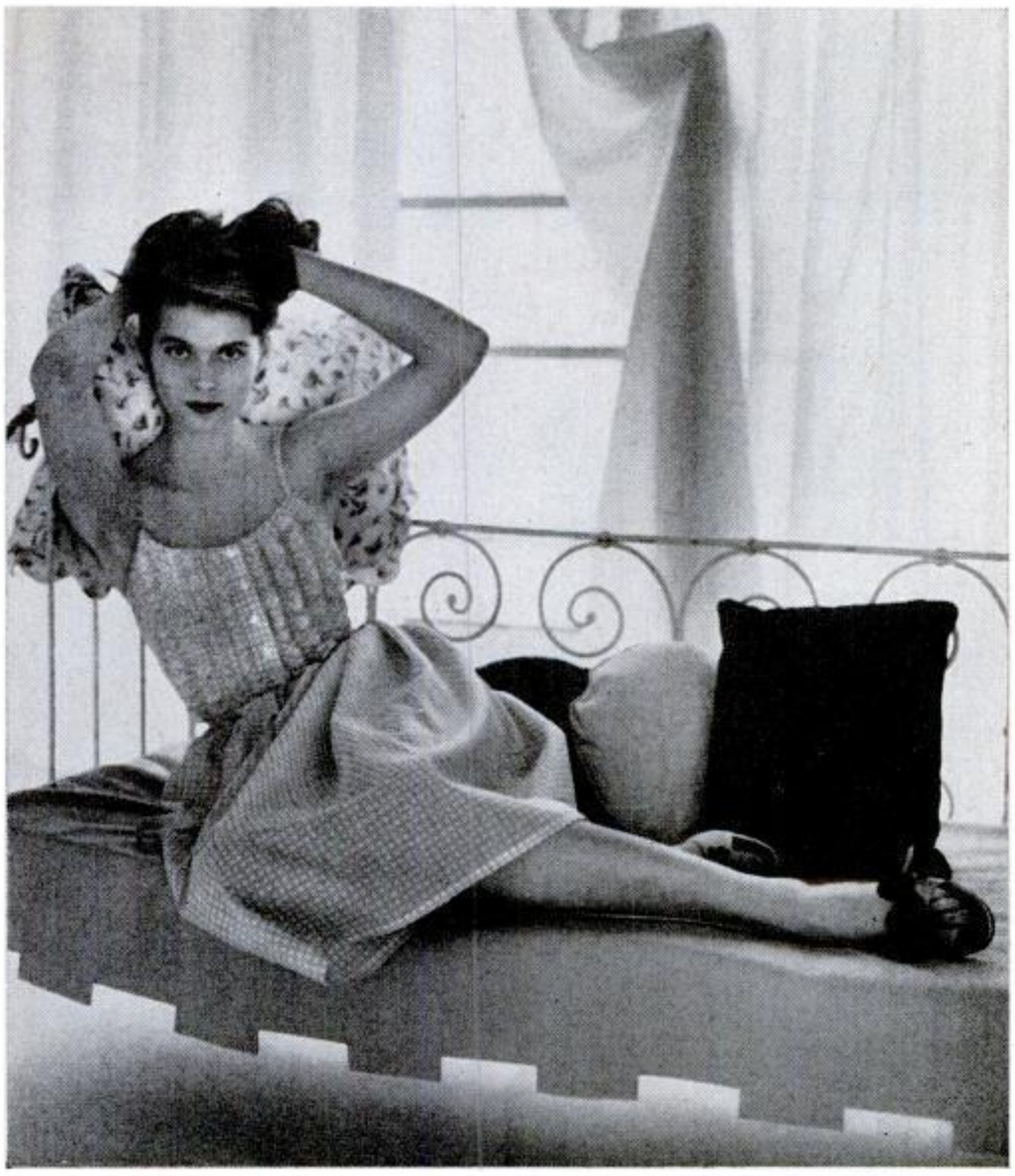
American Whiskey

For Men of Distinction

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MIDSUMMER MINIMUM CONTINUED

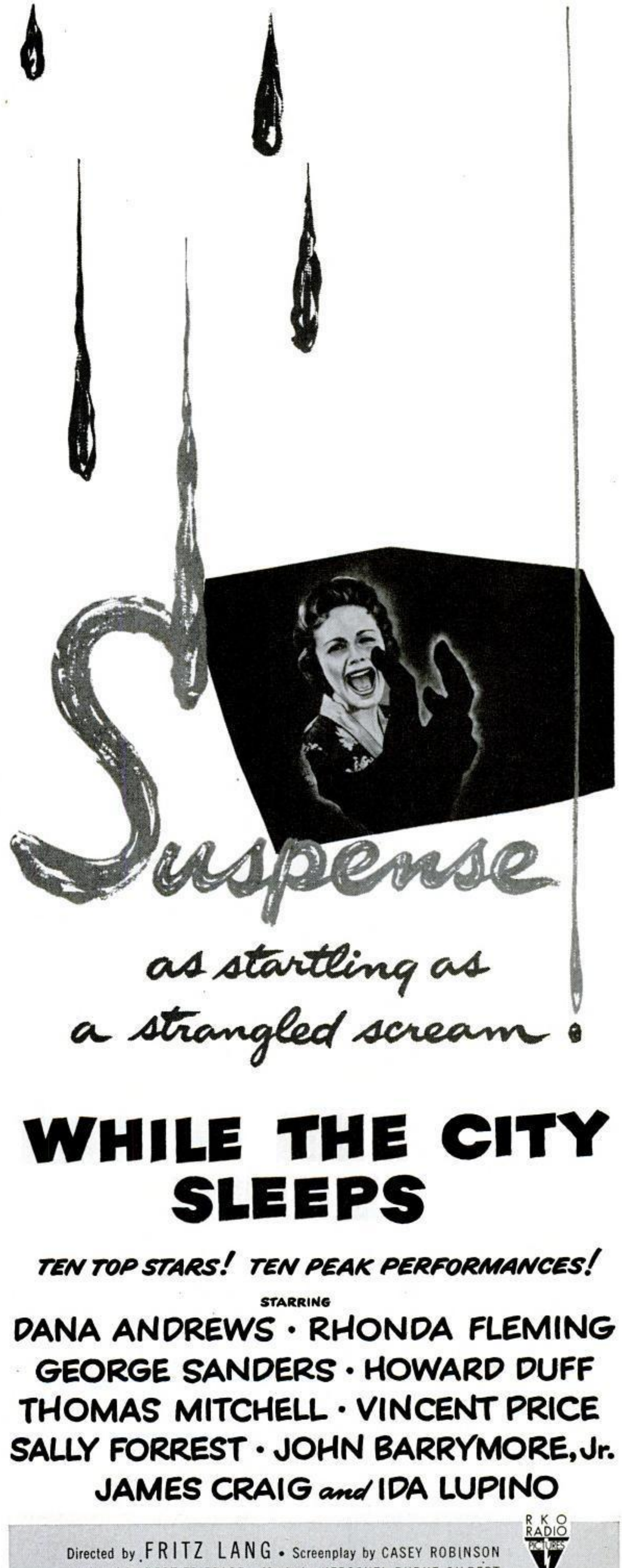


RUFFLED CAMISOLE is used for dress-length gown made of lightweight checked cotton ($6). None of Miss Klein's nightclothes require ironing.



STRIPED TOP attached to petticoat ($11) makes an outfit when worn with skirt, or comes with white top which is meant to be seen under sheer dresses.

CONTINUED



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When an elbow hits the dust...



MOM REACHES FOR

Bactine®

BRAND

Kills germs...

Safe at the plate? Maybe so, but that skinned elbow isn't safe until Mom puts BACTINE on it. BACTINE penetrates deep down to kill germs on contact, guard against infection and so promote healing.

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BACTINE doesn't sting like old-fashioned antiseptics. Crystal clear BACTINE doesn't stain skin or clothes . . . smells fresh and clean. Try BACTINE . . . an exclusive formula of MILES LABORATORIES, INC., makers of ALKA-SELTZER!



At all Drug Stores . . .
3 convenient sizes



KILLS GERMS ON CONTACT

Tests prove BACTINE can disinfect hands as effectively as a surgical scrub used before an operation. A standard surgical scrub is a 7-minute soap-and-water scrub with a stiff brush, followed by immersion in alcohol.

MILES LABORATORIES, INC. • ELKHART, INDIANA



BALLERINA'S COSTUME designed for bed consists of scoop-neck top in opaque dotted cotton and brief nylon skirt worn with polka dot bloomers ($6).

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Nash Announces A Completely New Concept in Fine Cars...
The New **Ambassador Special** with Torque-Flo V-8...
World's Newest, Most Advanced Automobile Engine



SEE AND DRIVE this completely new idea in fine cars today. So different it makes all the old yardsticks of performance and value out of date.

- **All-New Torque-Flo V-8—rifle acceleration, with far more gas mileage than other V-8's!**
- **New Flashaway Hydra-Matic Drive—whip-quick response, silk-smooth getaway.**
- **Biggest, most comfortable room ever built into an automobile—more room than any highest-priced car!**
- **Trimmer, shorter outside for easiest parking and handling. Plus sports-keen cornering on turns.**
- **Twice as strong, twice as safe with single unit construction. Frame is a steel, box-girder enclosure as big as the car itself, giving "wrap-around" protection in front, rear, above, below, at sides.**
- **Completely new riding comfort with bigger, softer springs—world's finest travel car!**
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Hurry! See this *newest* of all the 1956 cars . . . discover this totally new concept in fine cars . . . try driving this completely new triumph in V-8 performance and economy. At your Nash dealer now.

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SEE THE NEW
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AT YOUR
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AMERICAN MOTORS MEANS MORE FOR AMERICANS

See DISNEYLAND—*great TV for all the family over ABC network*

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ARROW Casual Wear in exciting



*Eastman Kodak Color Film

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new Kodachrome* Hues

[FOR FATHER'S DAY — JUNE 17]



It's the Arrow Sport Shirts in this picture that make it so colorful. New Arrow *Kodachrome Hues* are rich, masculine colors in shirts faultlessly tailored of summer's coolest fabric —fine "Sanforized" cotton.

With many colors to choose from, *every man* can find his favorite in *Kodachrome Hues*. Crisp and comfortable, they're made specially to say: "Happy Father's Day." Shirts, $3.95 to $5.00. Slacks, $7.95. Walking Shorts, $5.95.

ARROW CASUAL WEAR

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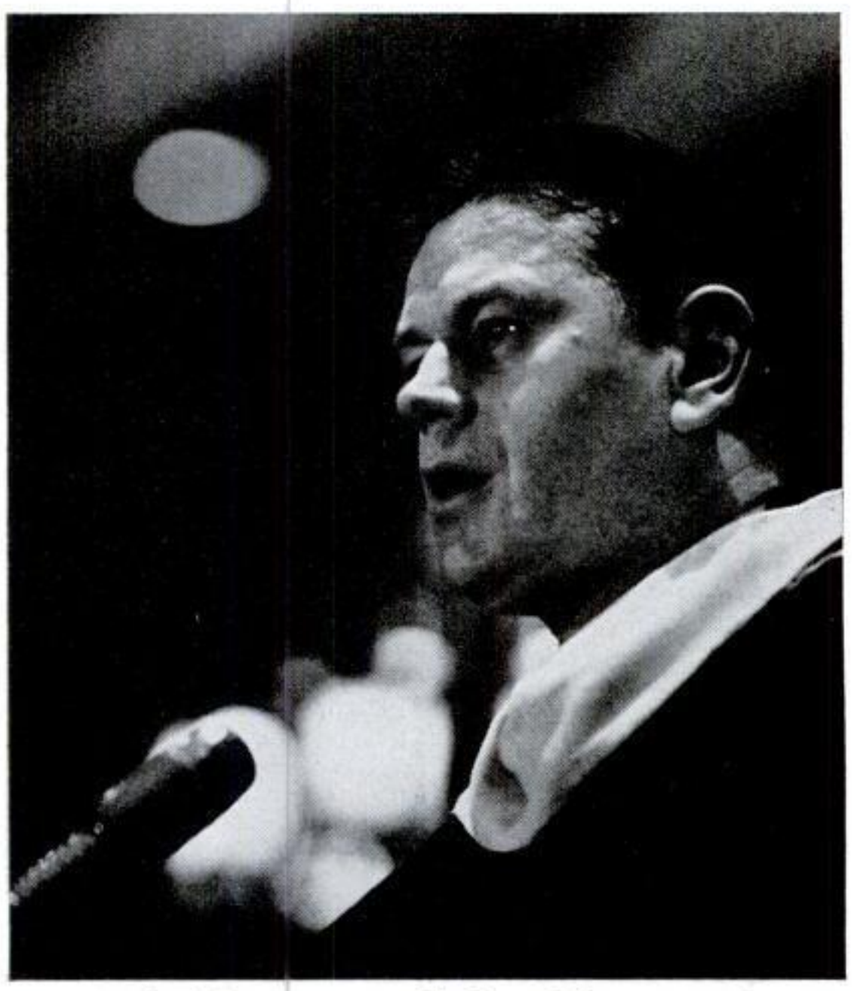
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'On This Wall, in This Town, in Their Own State'

PAUL ENGLE'S MEMORIAL SONNETS SALUTE THE WAR DEAD OF IOWA

Eleven years after the end of World War II the flimsy, "temporary" honor rolls which stand in thousands of town squares across the U.S. are slowly being replaced by permanent monuments. On this Memorial Day many more will be replaced and many heartfelt but homely speeches will be delivered. The emotion is there, but it is a rare mayor who succeeds in putting it into words. For moving eloquence, no service anywhere, very likely, will match the one recently held at the State University of Iowa in Iowa City. In honor of all her sons who lost their lives in both world wars and in Korea, the university dedicated a series of bronze plaques bearing their names and dates of residence. Poet Paul Engle read four of the 22 sonnets he had written for the occasion, some of which had been set to music as a Requiem for chorus and orchestra by Composer Philip Bezanson. Collectively called *For the Iowa Dead*, Engle's sonnets have no narrow, single-state range but will evoke deep feeling in any American. Seven of them are printed here and on the following pages.



At the dedication service, Engle reads his memorial sonnets

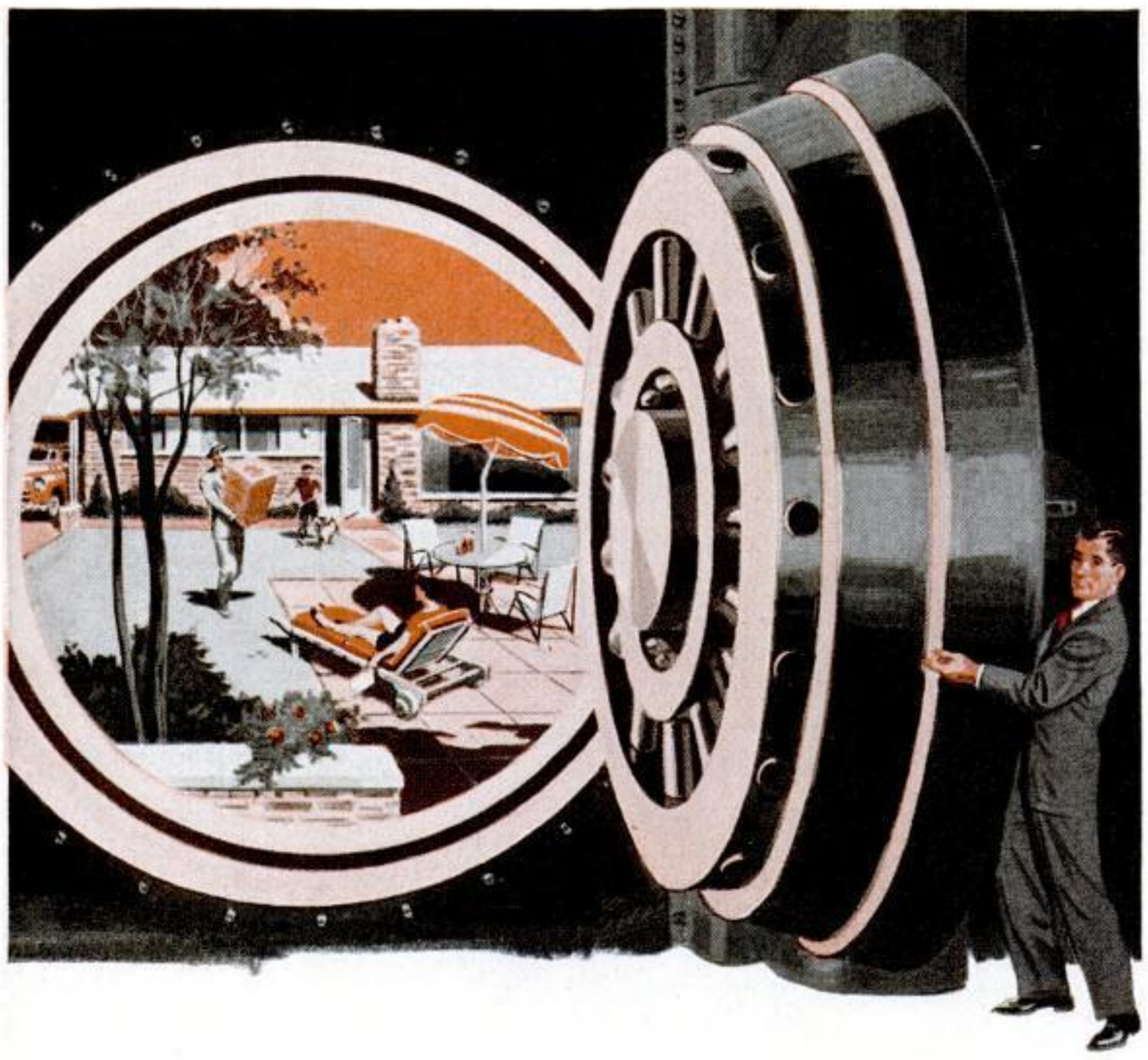
ON this wall, in this town, in their own state
We name their individual names, to state
That they were not just group, crew, squad, alone,
But each one man, one mortal self, alone,
Who fought the brutal frenzy of his time,
Who touched with human hand this iron time.
We give to them, who died in every weather,
Grief like an old wound groaning with the weather.

They knew death as a family dog knows men,
By whistle, touch, familiar smell of men,
But still were cheerful, still could ask each morning,
What do you know for sure on a new morning?
Before death's final stammer in the throat
Knew love's live stammer in the breathing throat.

CONTINUED



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A nice home for the family—comfortable furnishings—and savings. But how can you be sure that they will be yours tomorrow? You can't keep them in a vault. How can you guard them?

The safest and simplest way is with an America Fore Comprehensive Homeowner's Policy.

Here, in one package, is the basic protection you need—protection against loss from fire, windstorm, explosion, burglary, family liability and many other perils too numerous to list.

You select the coverages you want and decide upon the amounts you wish to carry. And best of all—if your selection includes *fire*, *theft* and *liability* insurance you qualify for

PREMIUM SAVINGS OF 10 TO 30%

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MEMORIAL SONNETS CONTINUED

STAR staggerer, old earth, through sullen space,
Lost in looking for some absolute light,
Remember, as history lurches toward its night,
The noblest flame is still a human face.
Searching for their lives' terrible truth, they ran
Over earth's water, air and bloody ground,
On ruthless hill and ravaged city found
Another word for suffering was—man.

A tree stands up, has branches, birds and leaves.
A man stands up, has children, wars and grieves.
Yet anguished, daily life is consecrated
Where men die to defeat an evil hated.
Such death makes luminous the looking eye,
And makes more radiant God's appalled sky.



Iowa: the dark, level, deep-plowed earth

HEART of the heartland, where the deep-plowed fields
Lie in huge harvest or the winter-wait,
Where human hope and food are the rich yields,
And nothing there to hate but mortal hate;
Marvelous, hearty, middle country, when
Winds of the world blow dark and full of warning,
Recall, in your great fulness, these dead men,
Homesick for one more live midwestern morning.

So, in a time of fear, have no dejection,
Remember these men on whose lives you stand.
Recall their name, face, human imperfection,
How their death gave life to this lucky land,
For memory is mortal resurrection,
Light as sun rising or a loving hand.

CONTINUED

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LEMONADE CALIFORNIA-STYLE... Frozen Lemonade mixed with plain water becomes a gay party drink particularly when you garnish it with strawberries and fresh lemon slices.

3 WONDERFUL WAYS TO ENJOY A lemonade lift!





TEMPTING MIXED DRINKS... Mix Frozen Lemonade with soda, ginger ale or other carbonated mixers for smart, cooling refreshers. Dad will love its convenience—and its fresh-fruit flavor, too!



PUNCHES AND COOLERS... Blend Frozen Lemonade with berry juice, pour over ice, add sparkling water, brighten with bits of fruit. Serve with pride at your next dance, reception or lawn party.

Here's the easy way to solve your family's refreshment problem! Keep a pitcherful of lemonade in your refrigerator all the time. They'll love it, and you can make it in seconds with Frozen Lemonade from sunny California. It's the same pure fruit-juice beverage you'd have if you squeezed fresh California lemons yourself. It's rich in nature's own Vitamin C—has no artificial flavor—gives you a lift that never lets you down.

Each 6-oz. can of Frozen Lemonade makes a full quart—at a cost of less than 3¢ a glass. So why let your youngsters drink just anything when bright, refreshing lemonade is so inexpensive... so good for them? Pick up half a dozen cans from your grocer's freezer next time you shop.

LOOK FOR CALIFORNIA on every can of Frozen Concentrate for Lemonade you buy. That's where the world's best lemons grow. That's where the finest brands of Frozen Lemonade are packed. Lemon Products Advisory Board, Los Angeles, California.



So easy with FROZEN LEMONADE from Sunny California

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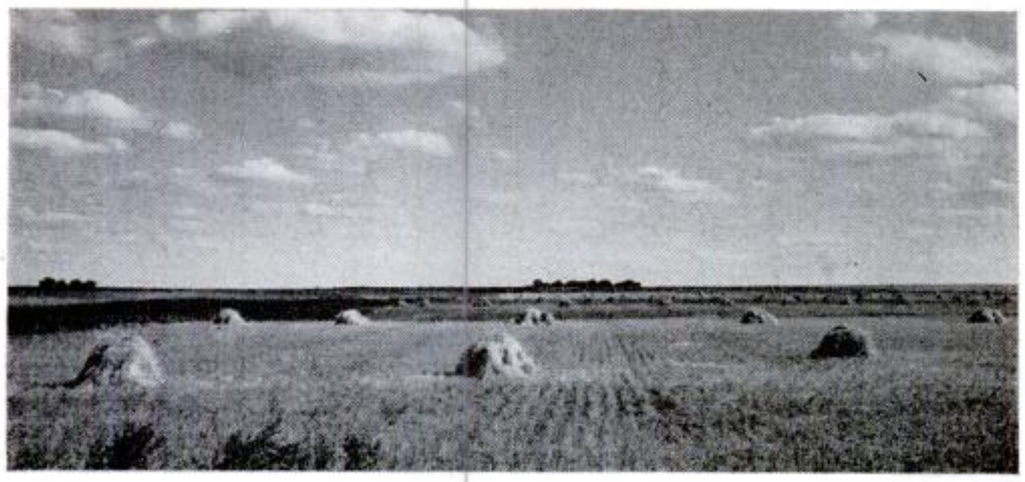
When a motorist takes possession of his first Cadillac, he usually does so expecting extraordinary things. But only rarely does he suspect how satisfying the car will be from the standpoint of *practicality!* And that is why Cadillac's remarkably low cost . . . its wonderful economy of upkeep and operation . . . and the marvelous manner in which it retains its value . . . are all so deeply satisfying. For they come as extra dividends, so to speak, for his wisdom in choosing the "Standard of the World". If you have always wanted a Cadillac for its *obvious* qualities, then we suggest you come in soon and investigate these lesser known Cadillac virtues. We'll be happy to see you—and to acquaint you with some very special news about cost and delivery.

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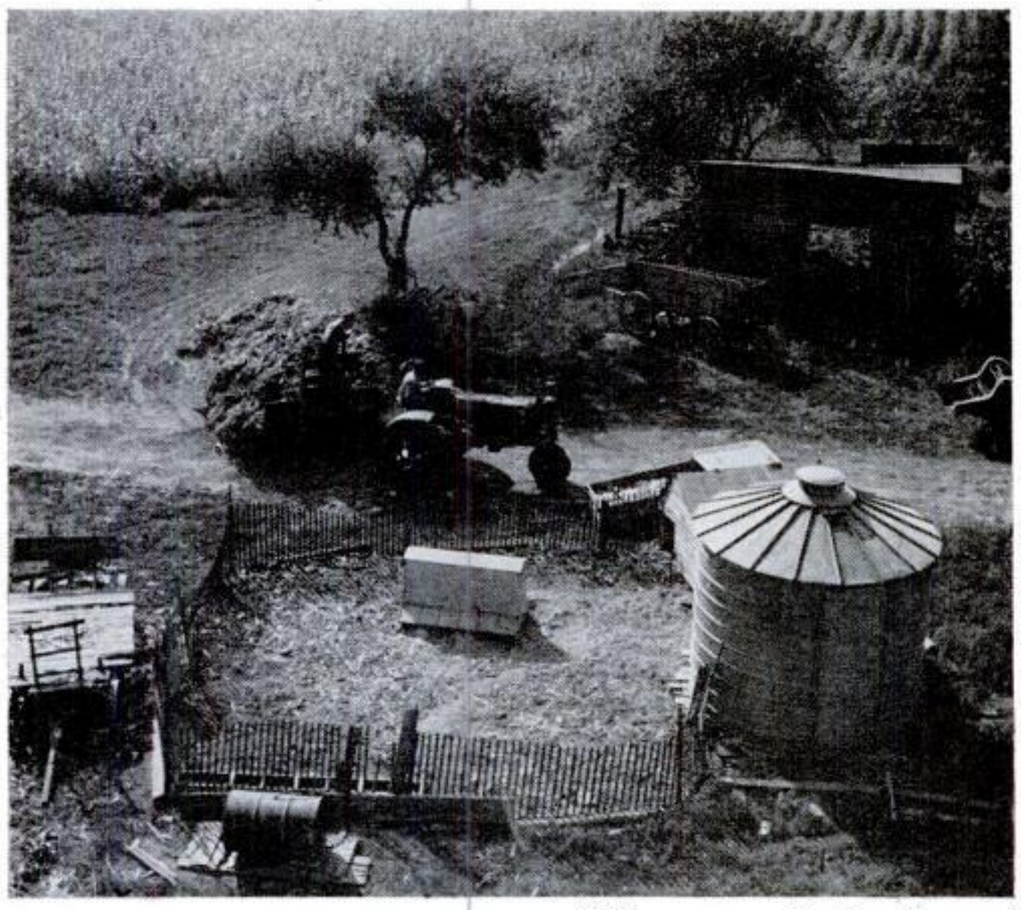
MEMORIAL SONNETS CONTINUED



Green meadows of wheat country

SOME left green meadows for the greener ocean,
Left the low rising, falling of that land
For a more violent and reckless motion
No landscaped brain and body could withstand.
American bones beneath that brutal water
Move in the cold and restless bed of sea,
And have no dream of any woman's daughter
Warm in another bed that will never be.

Darker than earth is the sea-depth where they died,
A bitter grave in a salt and barren place
For those whose loam had made yield after yield.
Their chalk hand twitches but only with the tide.
Now is the lean and cropward-looking face
Gone from their skull like soil from a gullied field.



Midwestern morning in a barnyard

SOME chose to fight above the bloody ground,
Above the keel-carved sea, a high third way.
They measured murder on a map, and found
Accurate death dropped from the bright bird-way.
Loathing destruction, they were great destroyers.
Flyers who wanted only to walk again
As merchants, farmers, teachers, salesmen, lawyers,
They brought an air-borne death to earth-born men.

They flew to kill and some of them were killed.
They bombed the concrete fort and broke the city.
They turned their armed, trained face to the enemy.
Nothing is to be pitied here but pity.
They did their job and saved a state. Their skilled
Hands are shattered into history.

CONTINUED



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GOOD-AIRE® AIR REFRESHER

Unpleasant odors vanish *in seconds* — use in kitchen, bathroom, cellars, closets.



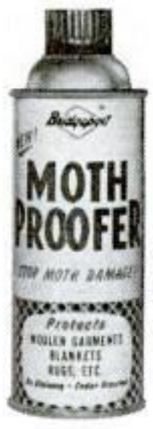
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The Scotch with Character

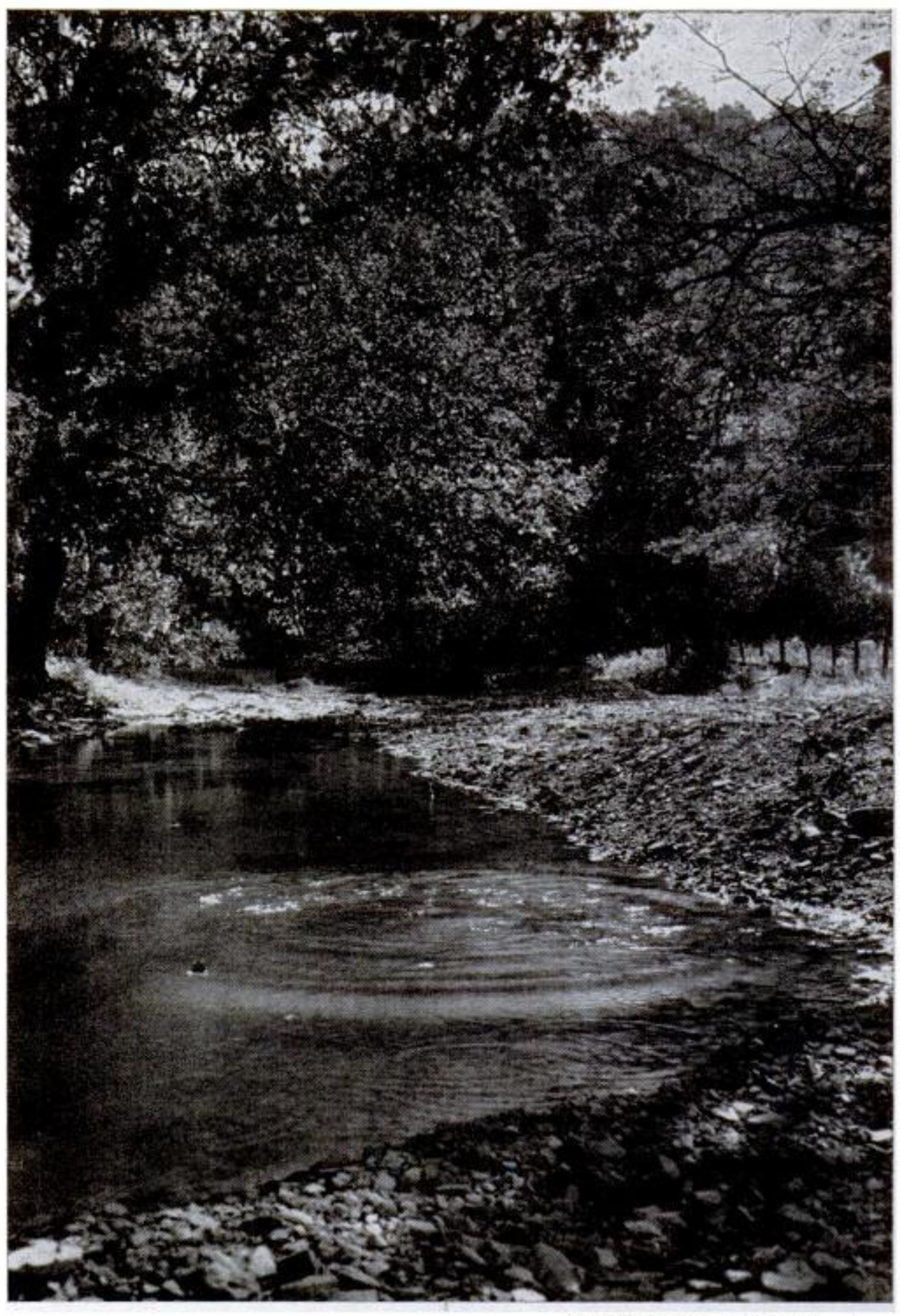
BLENDED SCOTCH WHISKY 86.8 PROOF

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MEMORIAL SONNETS CONTINUED

RIVERS were places where they learned to swim,
To fish, to dive for the sand-crawling clam,
But Rhine, Rapido, were places where they learned
To ferry, firing, under fire, to die.
Small towns were places where they learned first names,
Each street and house, and knew the yapping dogs,
But Anzio, St. Lô, were where they learned
Streets could explode and every house could kill.

They learned that war reverses: what was good,
A gentleness, became a deadly flaw,
And what was bad, primitive lust to slay,
Became an honest virtue to be praised.
For our still living grief, it is as if
The scar came first and then the screaming wound.



A swimming spot in the river

NOT heroes, angels, merely men,
Strong, weak, as any citizen,
Caught between evil and hard good,
Nail between hammer and hard wood,
Caught between, in that black year,
The hate of hate and fear of fear,
Yet the hard courage they could bring
Made the name *men* a mighty thing.

Like prophets in their innocence
They had their vision of violence,
And found in a shell-shattered place
More than a dead boy's ruined face:
Carved marble Christ head in the mud
On whose cheek stone tears turned to blood.

CONTINUED





"Now... serve pizza the way it's served in Italy"



Magnifico! Rich, tender crust . . . bubbling with savory tomato filling, seasoned with a magic touch of oregano . . . topped with plenty of tasty cheese —that's the way they serve pizza in Amalfi!

And that's the way you can make it at home—with new Chef Boy-Ar-Dee Pizza Pie Mix. You get all the makings in one handy box—the crust ingredients, the ready-mixed sauce, even a can of grated Italian-style cheese.

It's so quick! Pop Chef Pizza in the oven for just 20 minutes—and you have an Italian-style feast!

Delicious idea when company comes! Try serving sizzling Chef Pizza cut in bite-size pieces as appetizers . . . or in good big wedges for Sunday evening suppers and midnight snacks.

Just see how the kids love to make their own Saturday lunch! Makes a mighty tempting Italian main dish for family dinners, too. You get 5 big servings from each box.

Do enjoy Chef Pizza soon—tomorrow maybe!



complete with cheese

CHEF BOY-AR-DEE®

Pizza Pie Mix

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Delco-Remy cranking motors, and new, longer life Delco batteries, spin gasoline engines into action at the press of a button.

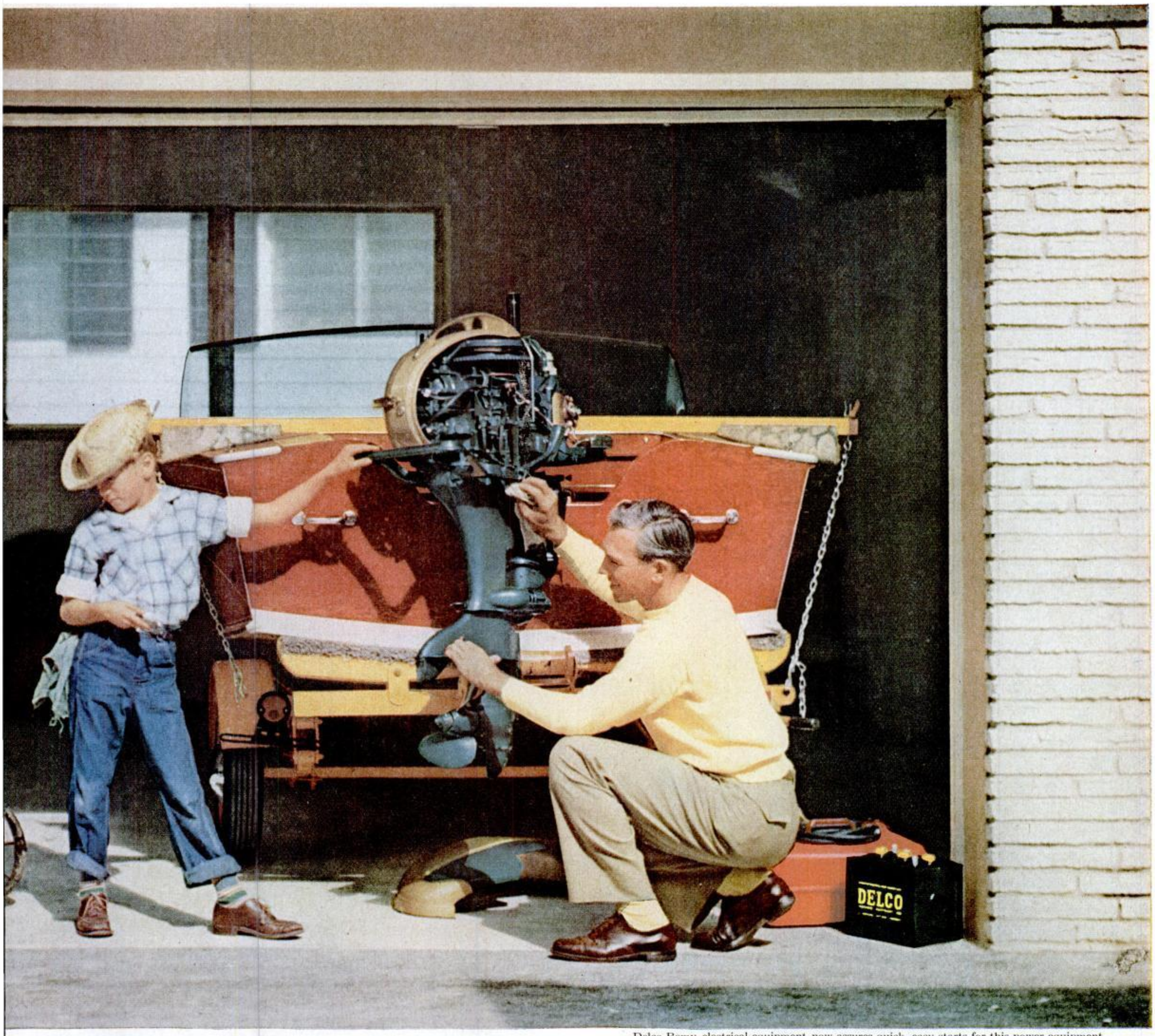
more convenient . . . even women can start big engines easily. Operate starter from same position as other controls!

more dependable . . . if engine floods, fast cranking clears it quickly. Components are weather-resistant.

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GENERAL MOTORS LEADS

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Delco-Remy electrical equipment now assures quick, easy starts for this power equipment.

power equipment—

save time . . . faster cranking starts engine quicker—usually in seconds! No rope to pull or re-wind. Set the throttle and away you go.

quality you can count on . . . for Delco-Remy leads in the design and manufacture of automotive electrical equipment. These units are General Motors products, known and trusted "Wherever Wheels Turn or Propellers Spin."

The famous Delco-Remy line includes Generators • Regulators • Cranking Motors • Distributors • Ignition Coils • Klaxon Horns • Flexible Cable Controls • Directional Signal and Control Switches • Delco Batteries . . . for Passenger Cars, Trucks, Buses, Farm Tractors, Air and Marine Craft and Industrial Applications. Battery plants: Muncie, Indiana; New Brunswick, New Jersey; Anaheim, California; Olathe, Kansas. Delco-Remy, Division of General Motors, Anderson, Indiana.

THE WAY — STARTING WITH **Delco-Remy**

ELECTRICAL SYSTEMS

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Refresh without filling

NOT LEAST of the modern girl's rewards for taking such care of her appearance is that it makes people happy—just to look at her.

Her greatest charm, her slender figure, is easy to look after. For her up-to-date taste for the lighter foods guards her waistline—as well as her health.

Today's Pepsi-Cola goes right along with this sensible trend in diet. Reduced in calories, never heavy, never too sweet, Pepsi-Cola refreshes without filling.

Have a Pepsi—the modern, the *light* refreshment.



Pepsi-Cola

The Light refreshment

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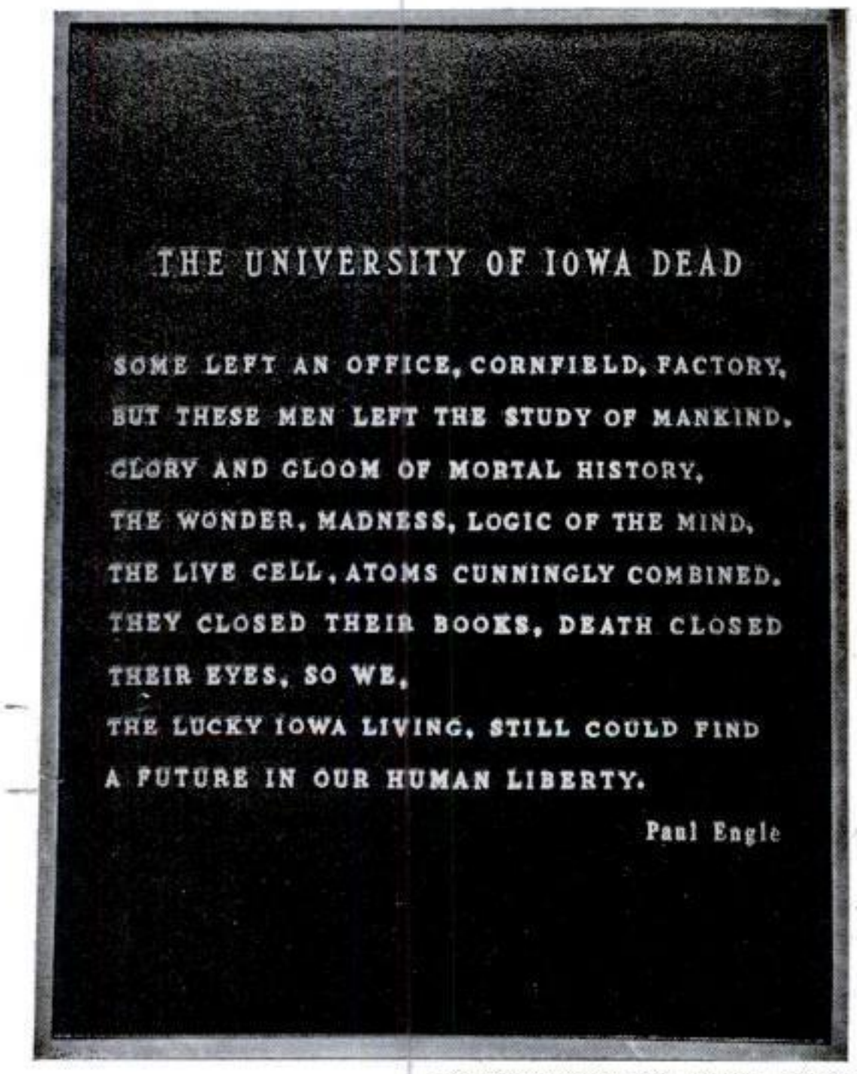
'VISION IN THE LANGUAGE OF FARM, CITY AND LOVE'

In an age when unintelligibility has been a fashion in poetry, Paul Engle's sonnets are lucid; they read as though the poet had spent a long time examining and thinking about the world around him and not his own viscera. This is correct. Engle, 47, a onetime Rhodes scholar and now a professor of creative writing at the university, has lived most of his life in Iowa. The words and images, sights and smells of the American Midwest run through all of his poetry. He has published eight books, among them *The Word of Love*, *West of Midnight*, *Corn* and *American Song*; June 5 Dial Press will publish another, which he has been writing and rewriting for a dozen years, called *American Child*. Although his views on the writing of poetry are by no means necessary to explain what he writes, they make an important introduction to it.

"No special 'poetic' words exist," he says. "In the midst of his elaborate *Ode on a Grecian Urn*, Keats used barnyard 'heifer' to name a sacred animal. Exactly right. When King Lear was most desperate in the storm, he used an image out of indigestion to express the wrongness and illness of his own life and of nature. He looked up at the raining and thundering sky and shouted, 'Rumble thy bellyful!' Sandburg calls a woman in love a 'pot-rassler.' So in these sonnets it seemed right to use words that might have come to a Midwestern tongue—'They knew death as a family dog knows men, by whistle, touch, familiar smell . . . ' "

But choice of words is far from enough. "When Scott Fitzgerald wrote in his journal, 'Pull up your chair to the edge of the precipice, and I will tell you a story,' he stated precisely the feeling all poetry should give: read the poem as if behind it were terrible depths, as if somehow the poet's firm insight kept you from falling into those depths. I don't mean merely spooky depths, psychological terrors, but rather the depths which are not always evident in ordinary life. For anything can go into poetry. John Donne wrote about a louse and his mistress—in that order. Poetry is not rare episodes, but rare insight into daily events. The ordinary is lifted to its nth power."

And even with the right words and the right insight, the poet is lucky if he gets only a part of his meaning into a poem. "All poetry is an ordered voice, one which tries to tell you about a vision in the unvisionary language of farm, city and love. Writing is like this—you dredge for the poem's meaning the way police dredge for a body. They think it is down there under the black water, they work the grappling hooks back and forth. But maybe it's up in the hills under the leaves or in a ditch somewhere. Maybe it's never found. But what you find, whatever you find, is always only part of the missing, and writing is the way the poet finds out what it is he found."



POEMS COPYRIGHT, 1955, BY PAUL ENGLE



"It's almost like a real visit, son. Call again soon"

Two people—you and the person you call—get a lot of satisfaction out of a telephone visit. Yes, it's almost like a real visit—as if you were there in person.

And the cost is so low, you can afford regular telephone visits with your out-of-town family and friends.

Why not try it tonight? Call your mother, father . . . sister, brother . . . son, daughter . . . husband, wife . . . sweetheart, friend.

And you, too, will say, "It's almost like a real visit. I'll call again, soon."



LONG DISTANCE RATES ARE LOW

Here are some examples:

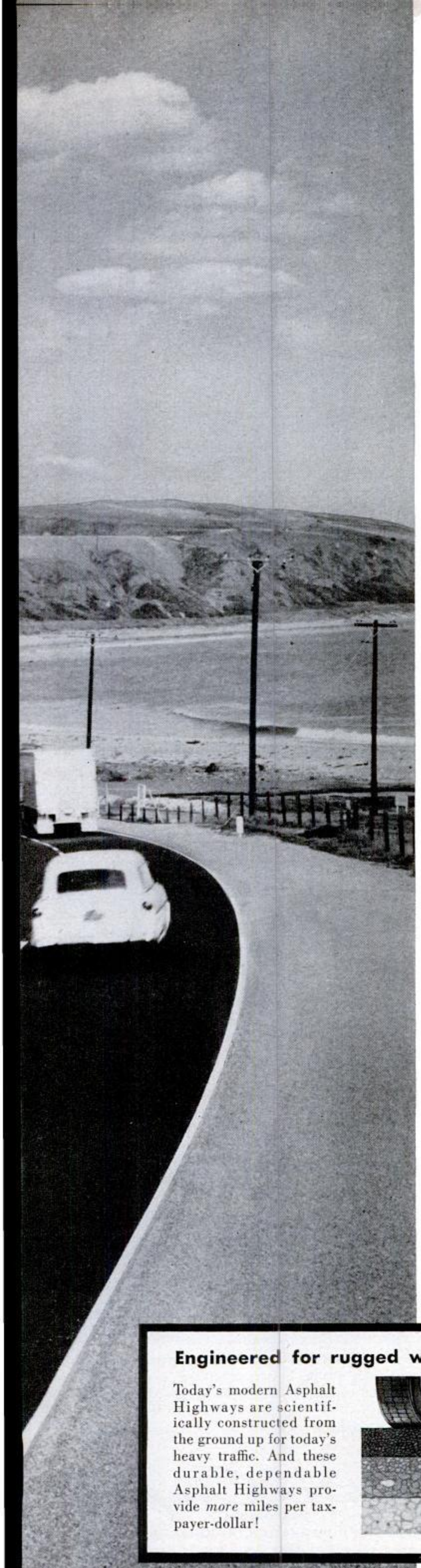
Philadelphia to New York	40¢
Dayton to St. Louis	80¢
New Orleans to Dallas	95¢
Detroit to Boston	$1.10
Los Angeles to Washington, D.C.	$2.00

These are the Station-to-Station rates for the first three minutes, after 6 o'clock every night and all day Sunday. They do not include the 10% federal excise tax.

Call by Number. It's Twice as Fast.

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Ribbons of velvet smoothness

When you drive on *modern, built-to-endure* asphalt highways, you are riding on velvet in more ways than one.

Your car rides quietly. The seamless surface has no expansion joints . . . to play a monotonous tattoo of thump—thump—thump on your nerves.

It's easier on you (and your car!) when you drive on velvet-smooth asphalt. You don't fatigue as easily. You see the center-line like a guiding beacon. Your eyes are spared the tiring glare of bright reflection.

You may be interested in knowing how asphalt benefits you, the taxpayer . . . as well as you, the car driver. For the facts, write for new booklet, "From The Ground Up."

Memorial Day traffic
calls for extra care in driving. Your engineers are providing you with many miles of good roads. Your safety depends on how you use them.

Obey the laws. Be courteous. Drive carefully.

Engineered for rugged wear!

Today's modern Asphalt Highways are scientifically constructed from the ground up for today's heavy traffic. And these durable, dependable Asphalt Highways provide *more* miles per taxpayer-dollar!

MODERN ASPHALT HIGHWAYS

THE ASPHALT INSTITUTE Asphalt Institute Building, College Park, Maryland

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For thrills and fun the whole family can enjoy...

BUY YOUR 1956 CHRIS-CRAFT NOW!



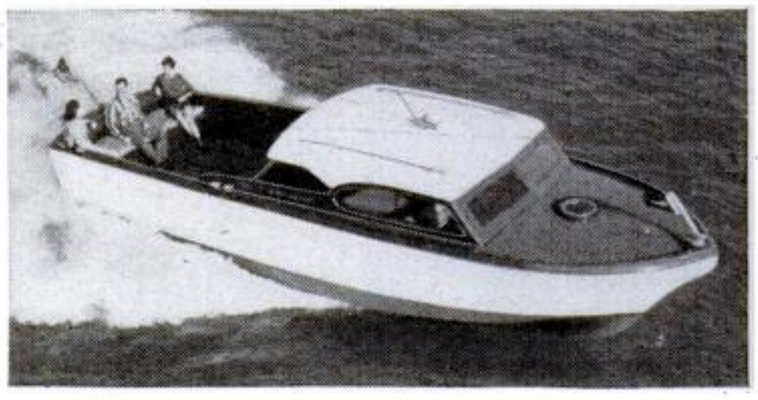
Enjoy extended cruising for ten aboard the magnificent 54′ Constellation! Spacious flush deck for fun and sun; walk-around side decks. Roomy master stateroom aft; smart main salon; modern dinette, galley. Available with folding top (as shown) or permanent hard top for flying bridge. Twin or triple engines to 600 hp for speeds to 27 mph; diesel optional. From **$49,040.** Also 46′, 42′, 38′, 35′ models. Alongside: 17′ Runabout.



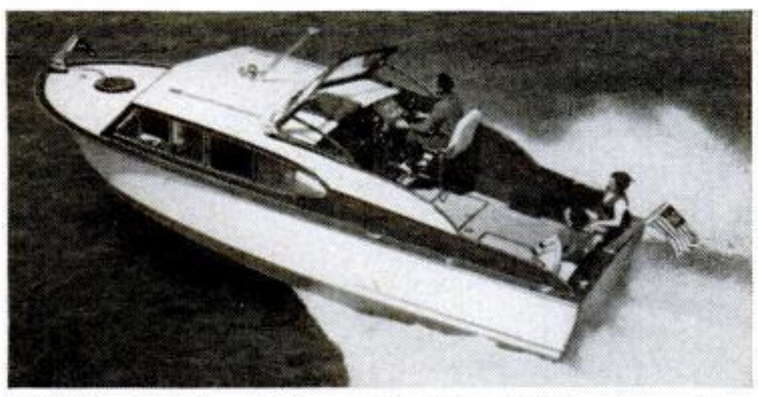
Discover a luxurious new way of living in the beautiful 46′ Corsair, with its open-air sundeck and picture-window salon. Sleeps 8; twin engines to 470 hp, diesel optional; speeds to 24 mph. From **$37,740.** Also 38′, 42′, 54′ models.



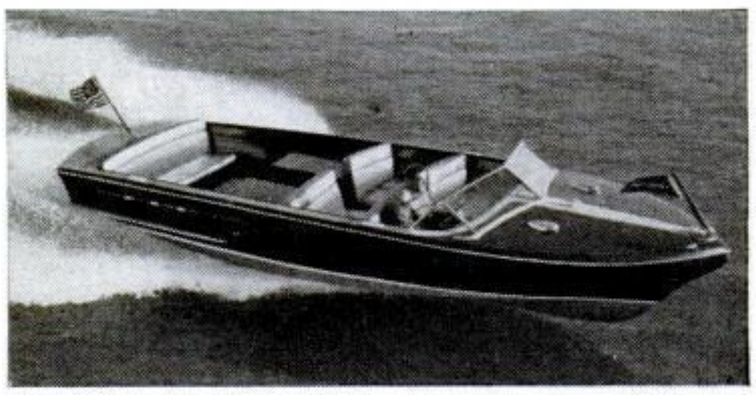
For fun, adventure, and gracious living afloat, command the exciting 35′ Constellation! Choice of floor plans provides sleeping accommodations for four or six. Twin engines to 350 hp provide speeds up to 30 mph. Priced from **$17,570.**



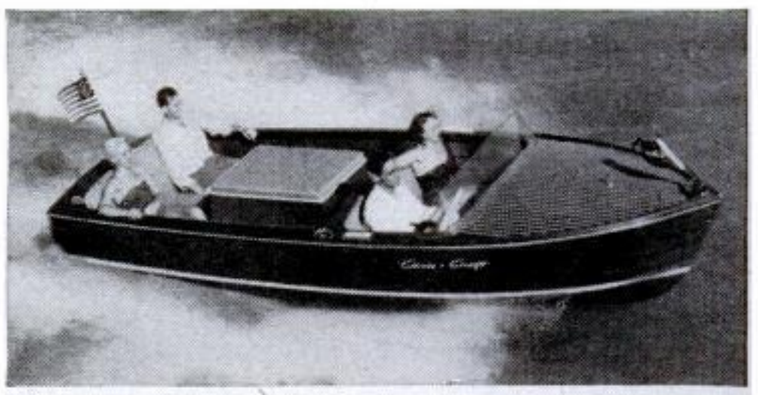
Let the sleek 30′ Semi-Enclosed Cruiser whisk you to your favorite fishing or picnicking spot! Twin berths for overnight cruising; single or twin engines to 350 hp, speeds to 36 mph. From **$10,150.** Available in 27′, 26′, 24′ lengths.



Rakish 27′ Sedan Cruiser with Flying Bridge sleeps four. Flush-deck cockpit, single or twin engines to 210 hp, speeds to 32 mph; from **$7600.** Also 28′, 26′, 24′ lengths, plus: 23′, 25′ Express Cruisers; 26′ Sedan; 30′ Capitan; 33′ Futura.



Spirited 26′ Continental provides sizzling speeds to 40 mph! Single or twin screw to 350 hp; from **$6280.** Also 23′, 20′, 18′ models. Or choose from: 19′, 21′ Capris; 18′, 20′, 23′ Holidays; or the 17′ Runabout. See your Chris-Craft dealer!



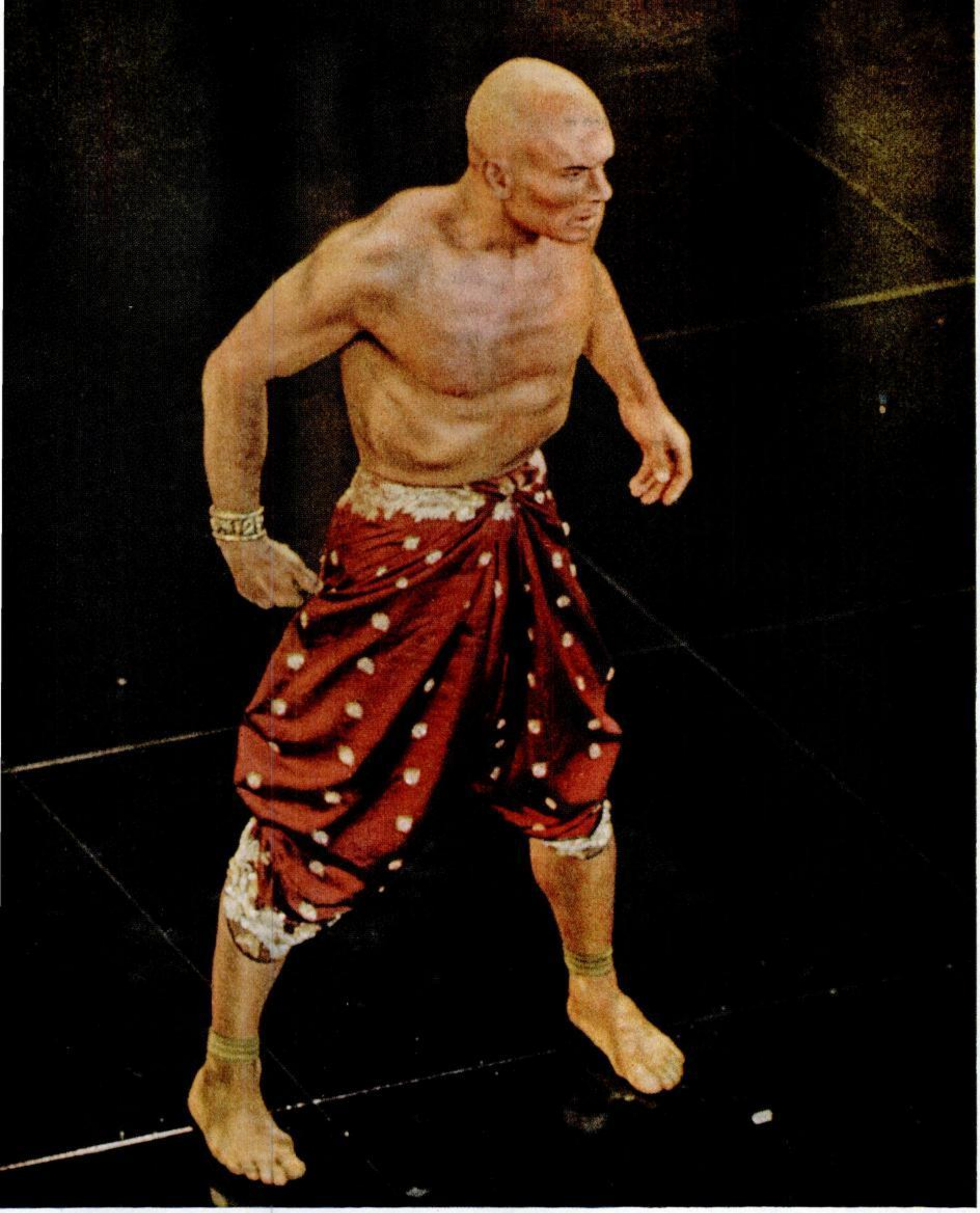
Swift 17′ Sportsman is a thrilling performer, and it's priced from only **$2530.** Engines to 131 hp, speeds to 36 mph. Also 20′ model. For full details on the complete line of Chris-Craft Showboats for '56, visit your dealer. Buy now!

Prices quoted f.o.b. factory except 46- and 54-ft. models, which are priced afloat, subject to change without notice.

There's a new Chris-Craft to fit *your* purse and pleasure — with new yacht styling, new performance, new power options! See your dealer *now* for early delivery of the model of your choice!

Chris-Craft
BOAT DIVISION
CHRIS-CRAFT CORPORATION, ALGONAC, MICHIGAN
MOTOR BOATS • MARINE ENGINES • BOAT KITS
SEA SKIFFS • OUTBOARD CRUISERS
WORLD'S LARGEST BUILDERS OF MOTOR BOATS

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AS FURIOUS KING in the movie, Yul Brynner is all unpremeditated violence, driven by the traditional feeling in Siam that "there is no barbarian worse than a weak king."

THE KING, HIS CAMERA AND A FILM TRIUMPH

Yul Brynner is masterful as monarch and as photographer

The King and I will be the third Rodgers-Hammerstein musical to reach the screen in a year (after *Oklahoma!* and *Carousel*) and, as a movie, it is much the best. Produced by Charles Brackett and directed by Walter Lang, the film catches the blend of grave humor, gentle charm and capricious terror that enthralled Broadway audiences for three years. The glittering temples and palaces of Bangkok, the lovely songs, the pageantry all take on new dimensions, enhancing the story of Anna Leonowens, the English widow who comes to teach the children of the King of Siam and stays to tame the tempestuous monarch.

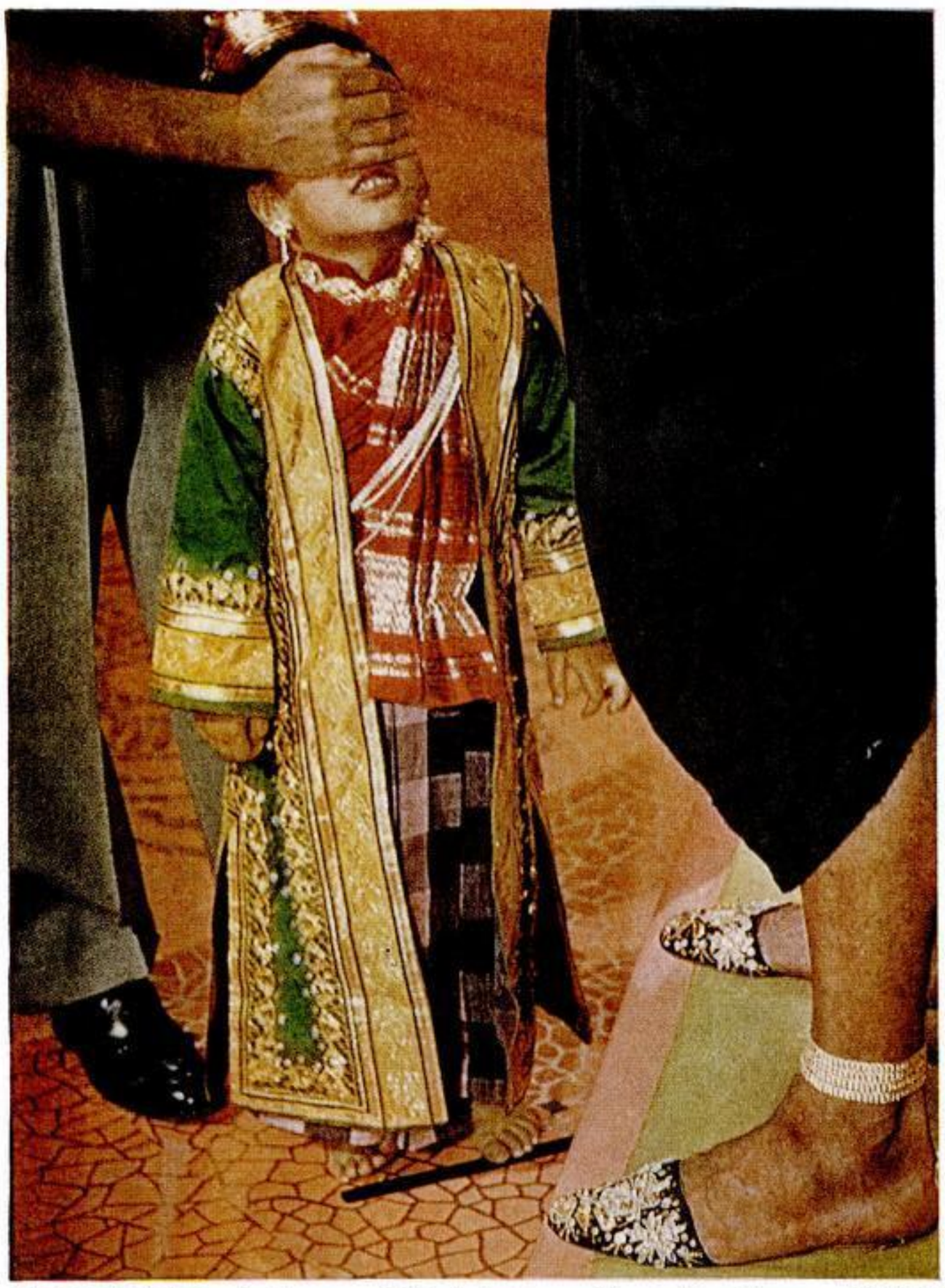
With Deborah Kerr brilliantly playing the governess, Yul Brynner is a marvelous king on the screen as he was on stage. As the pictures on the next four pages show, he is also some shakes as a photographer. Using his royal prerogatives to roam the set at will, Brynner, who took up photography in 1953 and now has a $3,000 darkroom in his home, shot 3,500 color pictures of the splendiferous and exciting goings-on, both as they will appear in 20th Century's movie and as they happened backstage.



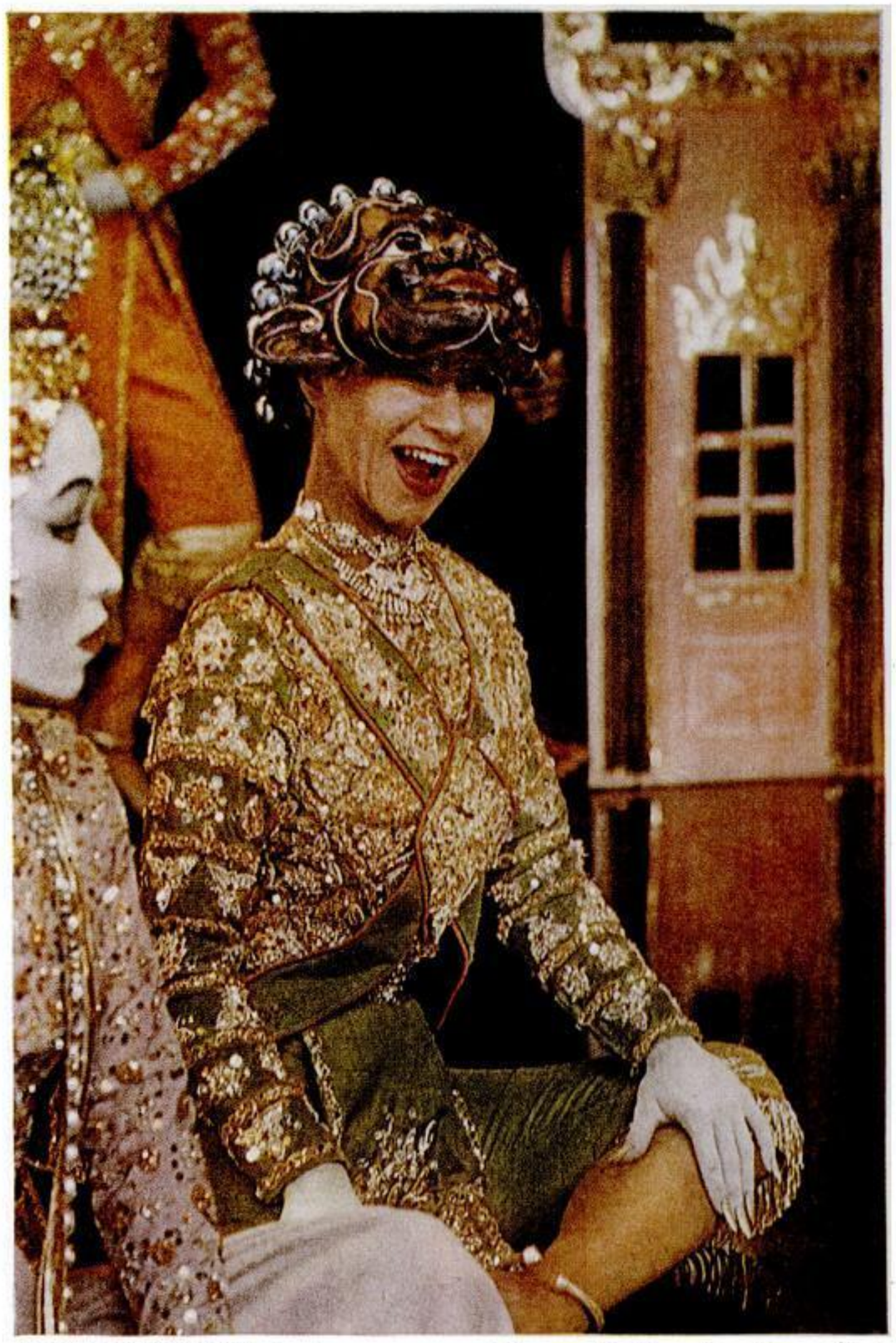
AS CAMERAMAN, Brynner sights his Leica at members of the cast as they prepare to shoot a scene. He was everywhere on the sets, taking pictures, during production.

CONTINUED

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CHILD ACTOR, playing one of king's battery of brats, has his eyes shielded from hot lights on the set. The foot at the right belongs to Brynner's stand-in.



ROYAL DANCER flashes her cameraman-king a smile from beneath upraised mask during a pause in the filming of a ballet sequence in the royal palace.



KOWTOWING TO KING is practiced for the *March of the Siamese Children*, the grand entry of the royal offshoots who come to be introduced to their new governess. There are 18 children in the group. The king has 67 more but these are not present because their mothers are currently out of royal favor.

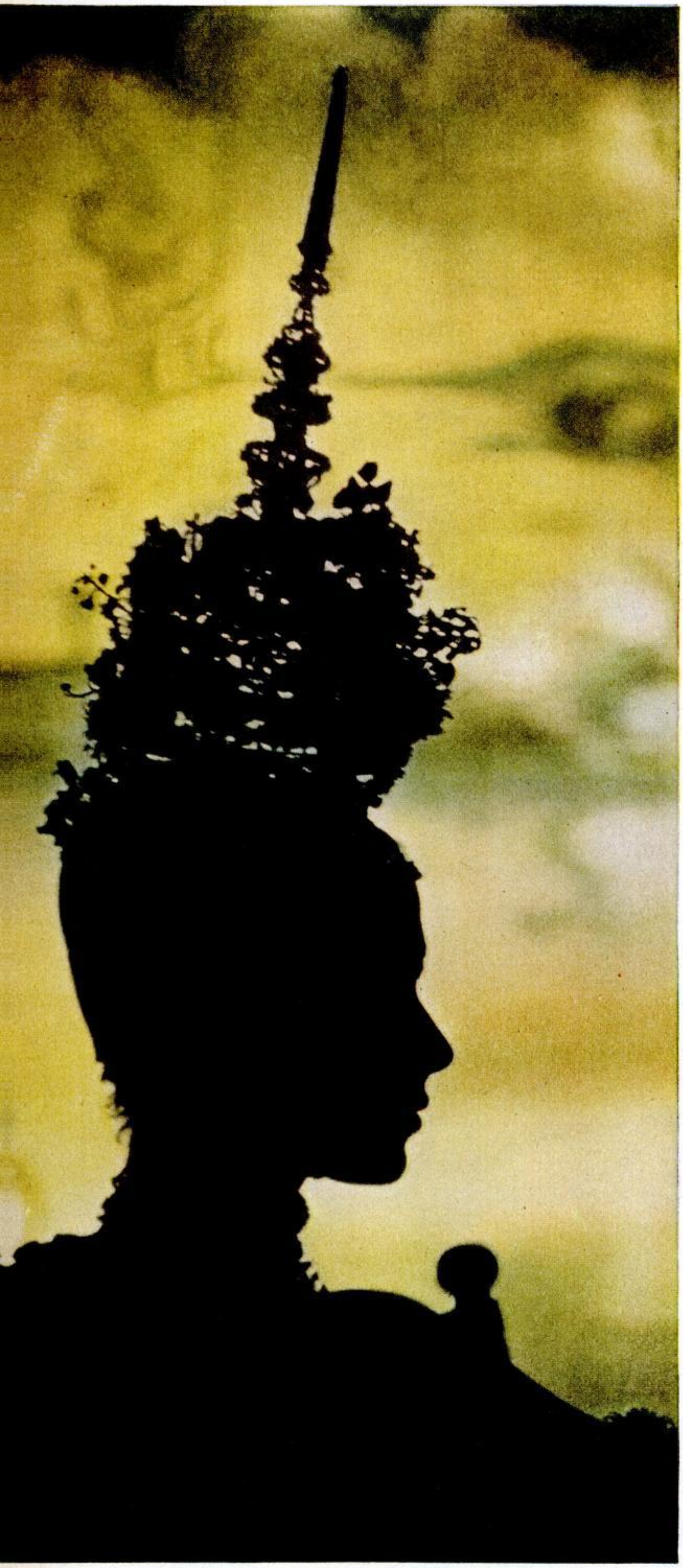
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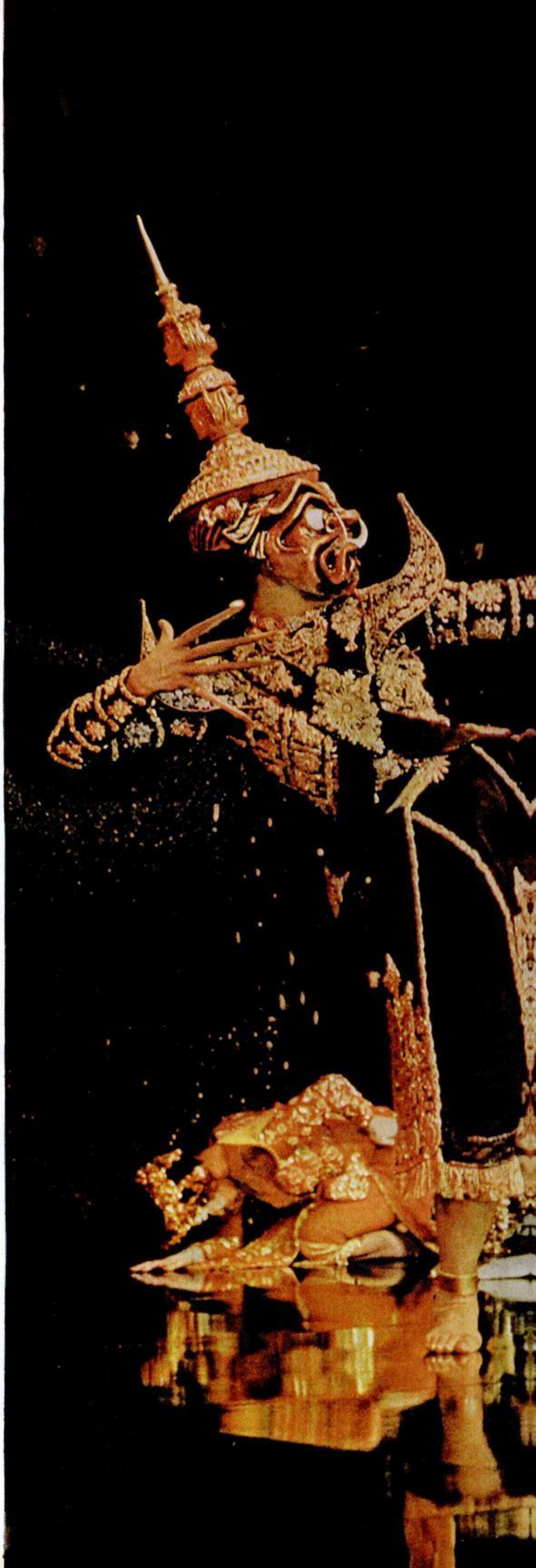
TROUBLE WITH HOOPS is caught by the photographer-king during a scene in which his numerous wives, dressed in the English manner for a visit from traveling diplomats, are confounded by the ups and downs of 19th Century fashions in skirts. Red hearts were sewn on as a joke between Brynner and the girls.

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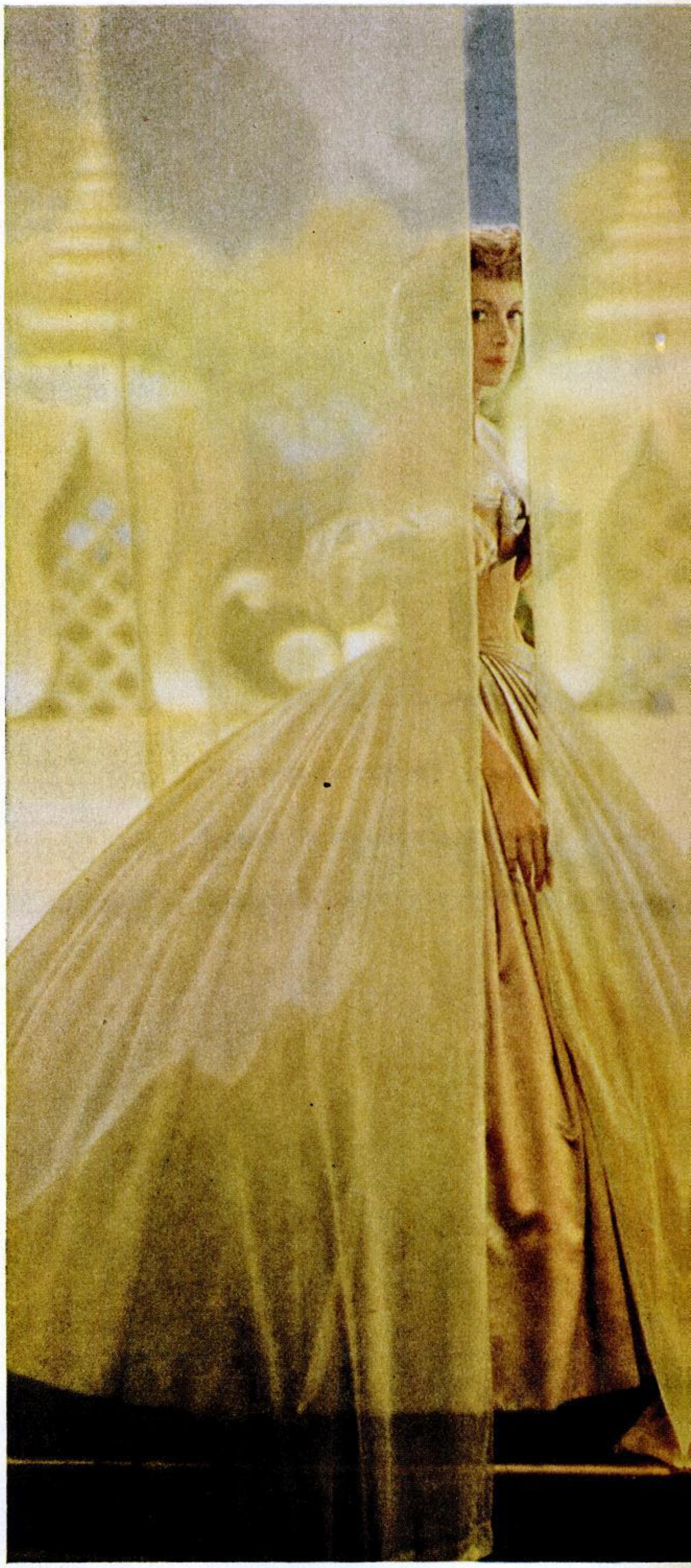


A SIAMESE SILHOUETTE is caught by Brynner as Actress Rita Moreno, in a pagodalike headdress, waits to narrate the ballet based on *Uncle Tom's Cabin*.



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FROM SIAMESE GARDEN Deborah Kerr enters palace for scene in which she and king do *Shall We Dance?*, one of rare displays of affection between them.

← **KING SIMON OF LEGREE DANCES IN UNCLE TOM BALLET**

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Eliza flees slavery in rice-paper rain

The choreographic high point of *The King and I*, photographed here by Loomis Dean, is Jerome Robbins' ballet, a Siamese version of *Uncle Tom's Cabin* which is called *The Small House of Uncle Thomas*. It is actually the plea of the concubine Tuptim for freedom. In Eliza's flight with her baby from King Simon of Legree and his bloodthirsty dogs, she runs into rice-paper rain (*above*), is saved (*below*) when Buddha turns a silken river into ice.

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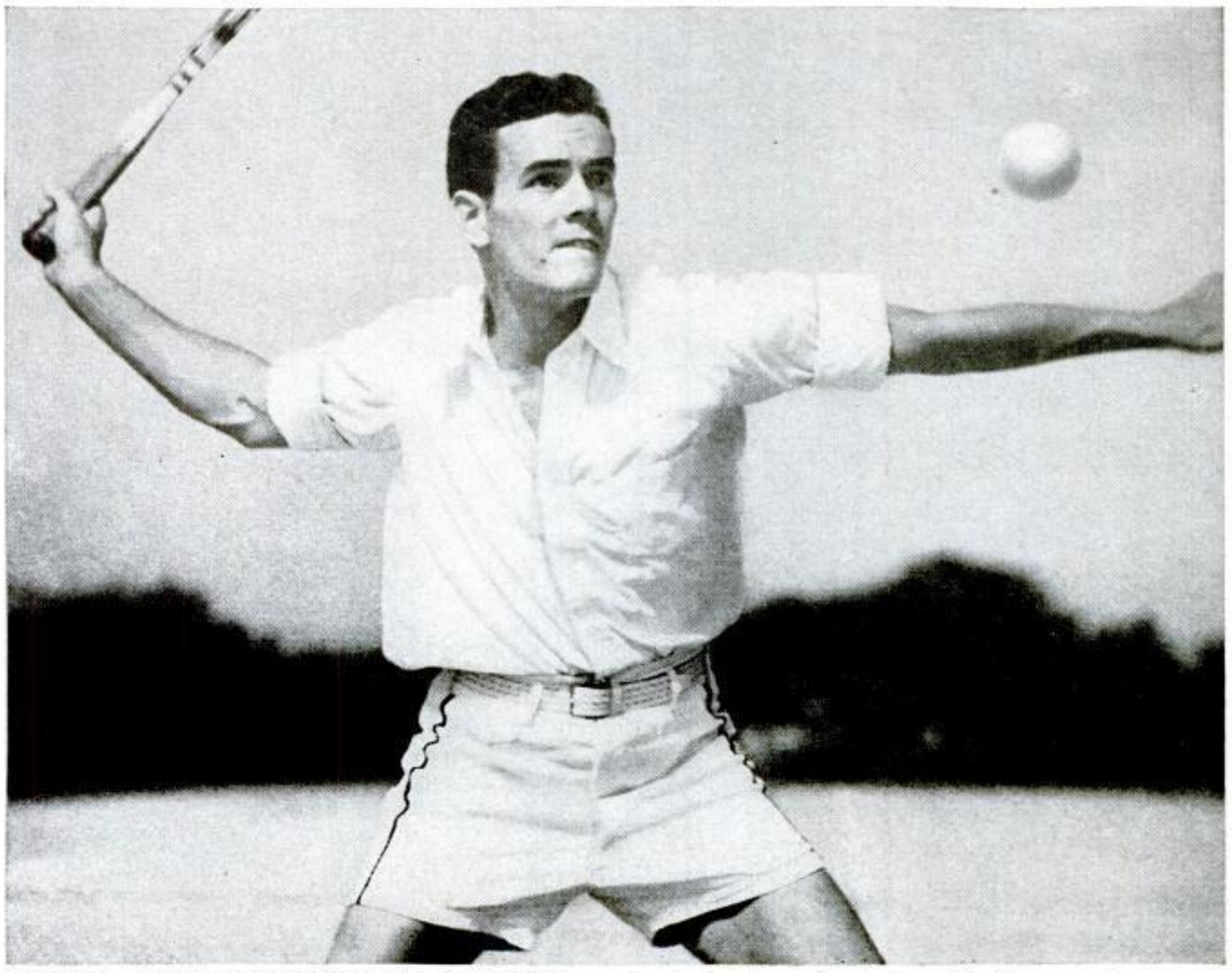
MORNING HEADACHE? NEURALGIA? ACHING MUSCLES? SUMMER COLD?



BAYER ASPIRIN makes you FEEL BETTER FAST!

And it's one thing most people can take any time . . . WITHOUT STOMACH UPSET

MORNING HEADACHE? FEEL BETTER FAST—Getting up with a dull, morning headache can make the whole world look dark and dreary. To brighten things up *in a hurry*, take Bayer Aspirin. Take two Bayer Aspirin tablets right away, and—by the time you're ready to leave the house—see if you're not your cheerful, carefree self again!



ACHING MUSCLES? FEEL BETTER FAST—If too much exercise makes your muscles or your back ache, just take Bayer Aspirin and you'll be back in the swing—almost before you know it. Remember, Bayer Aspirin gives you the *fast* relief you want—and the *safe* relief you *need!*



NEURALGIA? FEEL BETTER FAST—If you're troubled by the pains of neuritis or neuralgia, you can get relief—and get it with remarkable speed—simply by taking Bayer Aspirin. Or if you suffer from the minor pains of rheumatism or arthritis, Bayer Aspirin will bring you temporary relief—and do it so quickly you will be amazed!



SUMMER COLD? FEEL BETTER FAST—The sudden change from a hot, stuffy dance floor to the chilly evening air—may cause you to catch cold. And the thing to do at the *very first sign* of a cold—before you do anything else—is to take two Bayer Aspirin tablets. For Bayer Aspirin not only relieves painful cold discomforts in double quick time, but it reduces fever, as well!



Why Bayer Aspirin Makes You Feel Better Fast. Just drop a Bayer Aspirin tablet in a glass of water and watch what it does there. You'll see that it starts disintegrating *instantly!* And the same thing happens in your stomach. That's one reason why Bayer Aspirin brings you *fast* relief!

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DEBBIE DANNALDSON CALMLY WATCHES TARANTULA CRAWLING ON HER HANDS. THE TARANTULA, IF HURT, CAN DELIVER PAINFUL THOUGH NONFATAL BITE

Tot's Tarantula

TWO-YEAR-OLD HAS A ZOO AT HOME

While her contemporaries in Tarzana, Calif. play house, Debbie Dannaldson, 2, plays zoo. Debbie and her sister Terry, 6, can play with awesome realism because their garage is a treasure trove of iguanas, boa constrictors and other unlikely playmates which the girls' father, Naturalist Jim Dannaldson, rents to the movies. Debbie's favorite is a tarantula (*above*), and she is probably the only girl in town who wants an ape for Christmas.

CONTINUED

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Brief yourself now for

full summer days...get **LOLLIPOPS®**

the briefs in new candy colors



Wonderful under playclothes and summer dresses. Lollipop briefs in soft combed cotton are contour-cut to fit perfectly. They'll lead an active life with ease—the Nylon reinforced legband won't ride up or cut.

No laundry problems, either. Lollipops wash in a wink—and need no ironing. *Shrink-stayed* to hold their shape; in 10 delectable, washable colors that keep their good looks. Your choice of plain or fancies. Other cute and cotton fashions: Lolli-Bras and children's Lolli-Tops.

Priced at mere pennies. Put yourself on a colorful diet—get Lollipops by the dozen. Sizes for women and children. Your favorite store has them in cotton and in rayon. *Look for hosiery, too,* by the makers of Lollipops. Modern Globe, Inc., Pawtucket, Rhode Island.

MODERN GLOBE

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It's easy to make: Fill old-fashioned glass 2/3 full of crushed ice. Add two ounces OLD FITZGERALD and twist of lemon peel. Inhale the delightful misty bouquet as you sip!

Nothing's cooler than a FITZ'MIST

...the summertime way to enjoy

OLD FITZGERALD THE FINAL CHOICE OF MATURE TASTES

SIX YEARS OLD · KENTUCKY STRAIGHT BOURBON WHISKEY · ALWAYS BOTTLED IN BOND · 100 PROOF · STITZEL-WELLER DISTILLERY · ESTAB. LOUISVILLE, KY., 1849

TOT'S TARANTULA CONTINUED



TWEAKING AN IGUANA'S TAIL, Debbie tries to drag it to the couch. When iguana tires of this it retreats under the couch. It has never bitten her.



FONDLING A FRIENDLY BOA, Debbie, who played with snakes before she could walk, hefts 6-foot friend who was born just 10 days before she was.



GRABBING AN ALLIGATOR whom she calls Alexander, Debbie prepares to put it in bathtub for a swim. It bit her once, but did not discourage her.

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DON'T MAKE A MOVE!

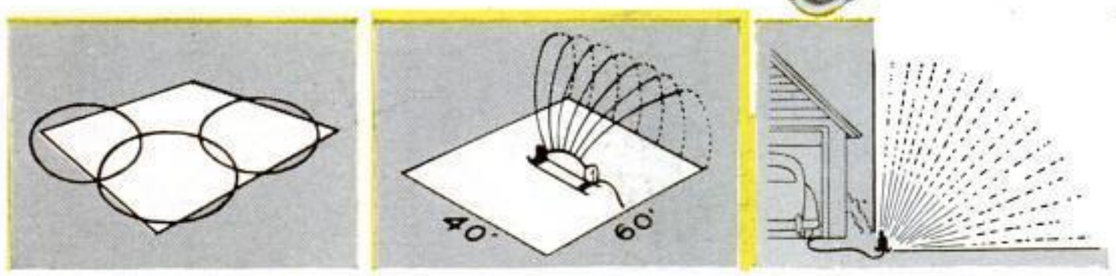
Now! A sprinkler that waters the exact shape of your lawn without being moved!

Waters any rectangular lawn clear up to 40 x 60 ft. on a single setting. You just set your Swingin' Spray once to the size and shape of your lawn . . . and then forget it! You don't have to watch it or move it. Its deep, penetrating spray covers your whole lawn, develops healthier, more luxurious growth. 3 models starting at only **8.95**

MELNOR'S **swingin' spray**

Rectangular area oscillating sprinkler





ORDINARY SPRINKLER
- waters lawns un-uniformly
- spotty small area coverage
- leaves lawn corners dry
- wets sidewalk and passersby
- must be moved frequently
- forms run-offs and puddles

MELNOR'S SWINGIN' SPRAY
- large rectangular area spray gets into corners
- adjustable for small areas
- gentle deep-penetrating spray
- Perma-Sealed lifetime lubricated motor keeps out dirt

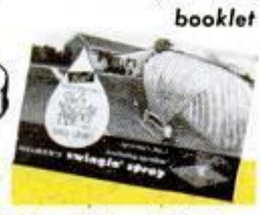
MELNOR WATERS HALF AREAS

Swingin' Spray can be adjusted in seconds to almost any area . . . can even regulate water on one-side only . . . spray up to homes, sidewalks, garages.

If your garden needs it . . . Melnor makes it!



Free! Write for Melnor's sprinkling booklet



MELNOR METAL PRODUCTS CO., INC.
Dept. L2 • 10-40 45th Ave., Long Is. City 1, N. Y.



AWED BY A GILA MONSTER, Debbie listens respectfully as Jim Dannaldson warns that she and her sister must never touch this poisonous lizard.



KISS FROM A KINKAJOU named Victor is Terry's reward for giving him a drink of milk. Victor had had his teeth pulled for a recent movie role.



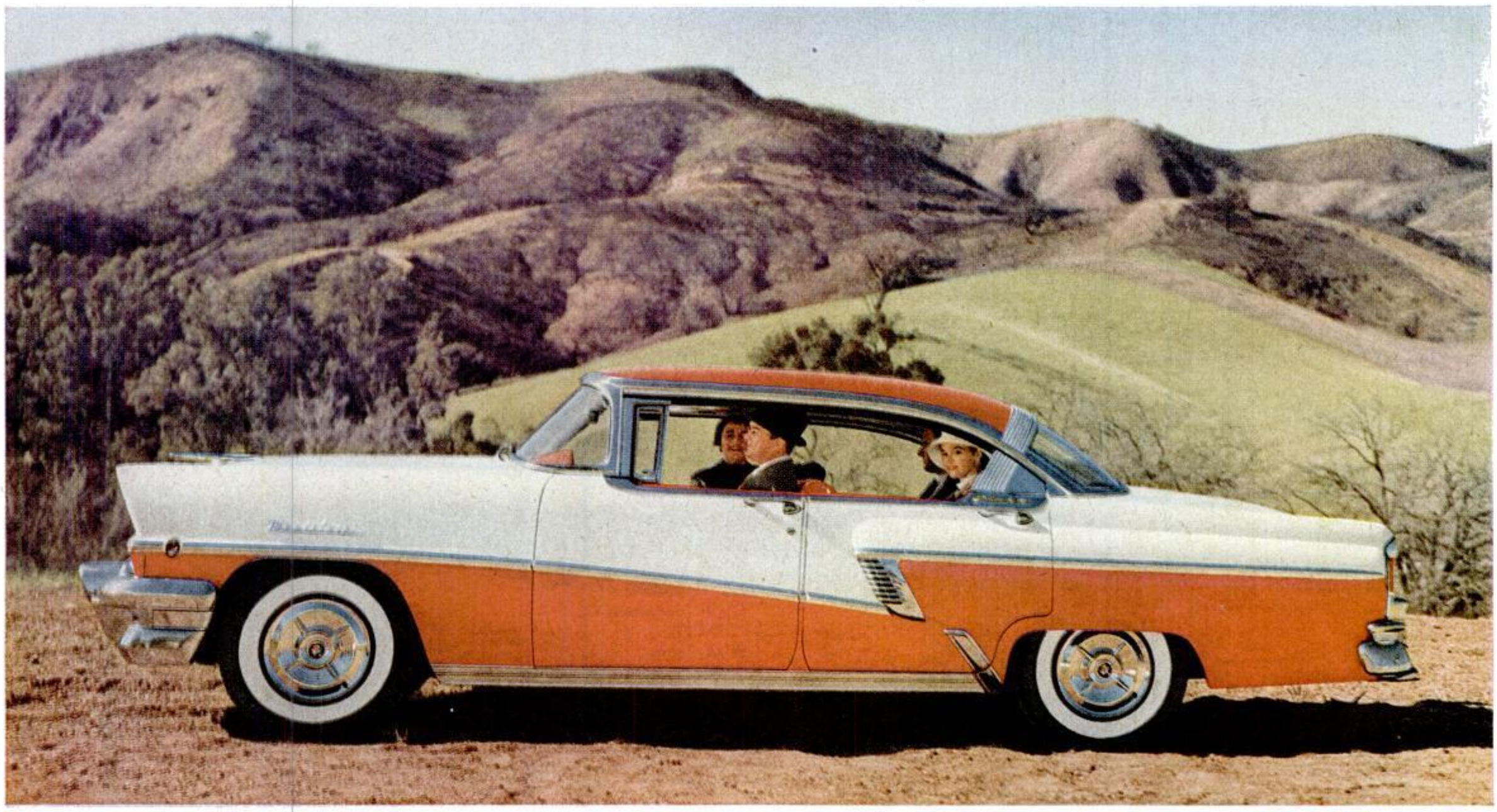
AIRING THE IGUANA, Debbie wheels it around yard in her baby carriage. The Dannaldsons stay close at hand in case the iguana decides to take off.

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SHAKEDOWN TEST at Arizona proving ground. In two weeks we gave THE BIG M punishment you would never give your car in years of ordinary driving. We proved again and again that Mercury adjusts instantly and automatically to the roughest road, the sharpest curve, thanks to ball-joint suspension—an exclusive in Mercury's field.

We proved THE BIG M's riding comfort... on rougher roads than you'll ever see



Above—new Mercury 4-door Phaeton in Classic White and Carousel Red. Also available in radiant solid colors and stunning two-tones.

You're a Mercury test driver.

Fasten your seat belt. Look at the "road" ahead. (Looks more like the bottom of a granite quarry.) Now step on the accelerator. You're off—on one of Mercury's murderous man-made test tracks—to find new ways to keep THE BIG M ahead of its field in riding ease.

• • • •

These tests demonstrate THE BIG M's new *reflex action*—a car that adjusts *instantly* to changing road conditions—and responds *instantly* to your every driving command.

And instant response is just one of the "Big 4" of THE BIG M.

There's new BIG M *beauty*—a youthful, more dynamic brand of styling. And there's *Safety-First Design*. And most important, there's *provable value:* low starting price, low operating cost, and consistently high resale value. All good reasons why you should see THE BIG M now at your Mercury dealer's.

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For 1956_the big move is to

THE BIG MERCURY

A MAGNIFICENT VALUE IN THE FORD FAMILY OF FINE CARS

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Scrumptious!

Magic Lemon Ice Box Cake



No Cooking! Just Mix and Freeze.
A Heavenly New Hot Weather Dessert
From Borden's and Sunkist...
Made in Minutes.

Simple? Very. All you do is mix, freeze and serve. No cooking, no second beating, no refreezing. It's the easiest thing in the world to make this luscious Lemon Ice Box Cake. And it's so delicious...with the tantalizing tang of fresh lemon...and the delightful flavor of the chocolate cookie crust.

Why not plan right now to treat your family to a Magic Lemon Ice Box Cake—and serve it tonight or tomorrow? Be sure to make it with Borden's Eagle Brand Condensed Milk and fresh, juicy Sunkist Lemons.

Borden's®
CONDENSED MILK

Already cooked and blended...Eagle Brand Sweetened Condensed Milk makes a smooth, smooth difference. It's the magic ingredient for all kinds of sure-to-be-luscious desserts. Other recipes on every can.

Sunkist®
FRESH LEMONS

Now you can buy them without guessing. Look for the name Sunkist stamped right on the skin—just like Sunkist Oranges. This famous trademark guarantees you the world's finest lemons, always.



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MAGIC LEMON ICE BOX CAKE

(Makes 6 servings.)

1 cup finely crushed chocolate cookie crumbs (about 16 2¼" wafers)
6 tbsp. sugar 2 tbsp. butter, melted 2 eggs, separated
1 (15-oz.) can Eagle Brand Sweetened Condensed Milk
1 tbsp. grated lemon rind ½ cup Sunkist fresh lemon juice
¼ tsp. almond extract

Combine crumbs, 2 tablespoons of the sugar, and butter. Press 1 cup of mixture on bottom and sides of buttered refrigerator tray; chill. Reserve remaining crumbs for top. Beat egg yolks until thick; add Eagle Brand. Add rind, juice, almond extract; stir until thick. Beat egg whites; gradually add remaining sugar and beat until stiff. Fold into Eagle Brand and lemon mixture. Pour into tray. Top with crumbs. Freeze until firm—4 to 6 hours.

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ever meet a Wynner?



THE TOUGH GUY

Strip the gears! Ride the clutch!
Heavy his foot, heavy his touch.
Yet his car runs smooth . . . has pep and vim . . .
Thanks to Wynn's Friction Proofing*. . . no thanks to him.



MADEMOISELLE FIFI

This doll is as French as the beach out at Coney,
But guys go for accents even when phony.
So she murmurs "Cherie" . . . lids heavy, voice sotto . . .
And they think she's as smooth as a Wynn-treated auto.



NEW CAR OWNER

Babes, babies and baseball arouse no emotion,
His car is his castle — has all his devotion.
A scratch makes him frantic, a smudge makes him cringe . . .
He'd sooner drop dead than forget to add Wynn's.



THE GOSSIP

"My dear, it's simply too frightfully awfull
I told you she'd drive him to something unlawful.
I heard him shout 'Fool' (as she uttered that shriek)
'You forgot to get Wynn's for the second straight week!' "



THE GAY BLADE

He ogles all girls with intentions satanical,
Neither knows nor cares about matters mechanical.
Yet his car serves him well — no stalling, no goofing —
It gets regular doses of Wynn's Friction Proofing*.



TOMBOY

At an age when most girls play tisket-a-tasket
She dotes on cars — differential to gasket.
"Your engine is missing," intones this sage moppet,
"Use Wynn's Friction Proofing* — that's sure to stop it."

They know what makes a car run best...Wynn's Friction Proofing*

Wynners have one thing in common: a happy-go-lucky car. A car that's lively, but well-behaved. Quiet, responsive, and thrifty. They tend to brag about its brilliant starts, its remarkable horsepower, its dainty appetite for gas and oil. (Don't look for a Wynner in a repair shop—they hardly ever go there.)

Wynners know that Wynn's Friction Proofing* is a metal conditioner that actually *impregnates* metal—doesn't merely coat it with a film that soon disappears. Its unique *sealing* action drastically reduces friction between moving metal parts...and friction is Car Enemy No. 1—the main cause of engine wear.

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Add Wynn's Friction Proofing* for Engine to your crankcase every 1000 miles.



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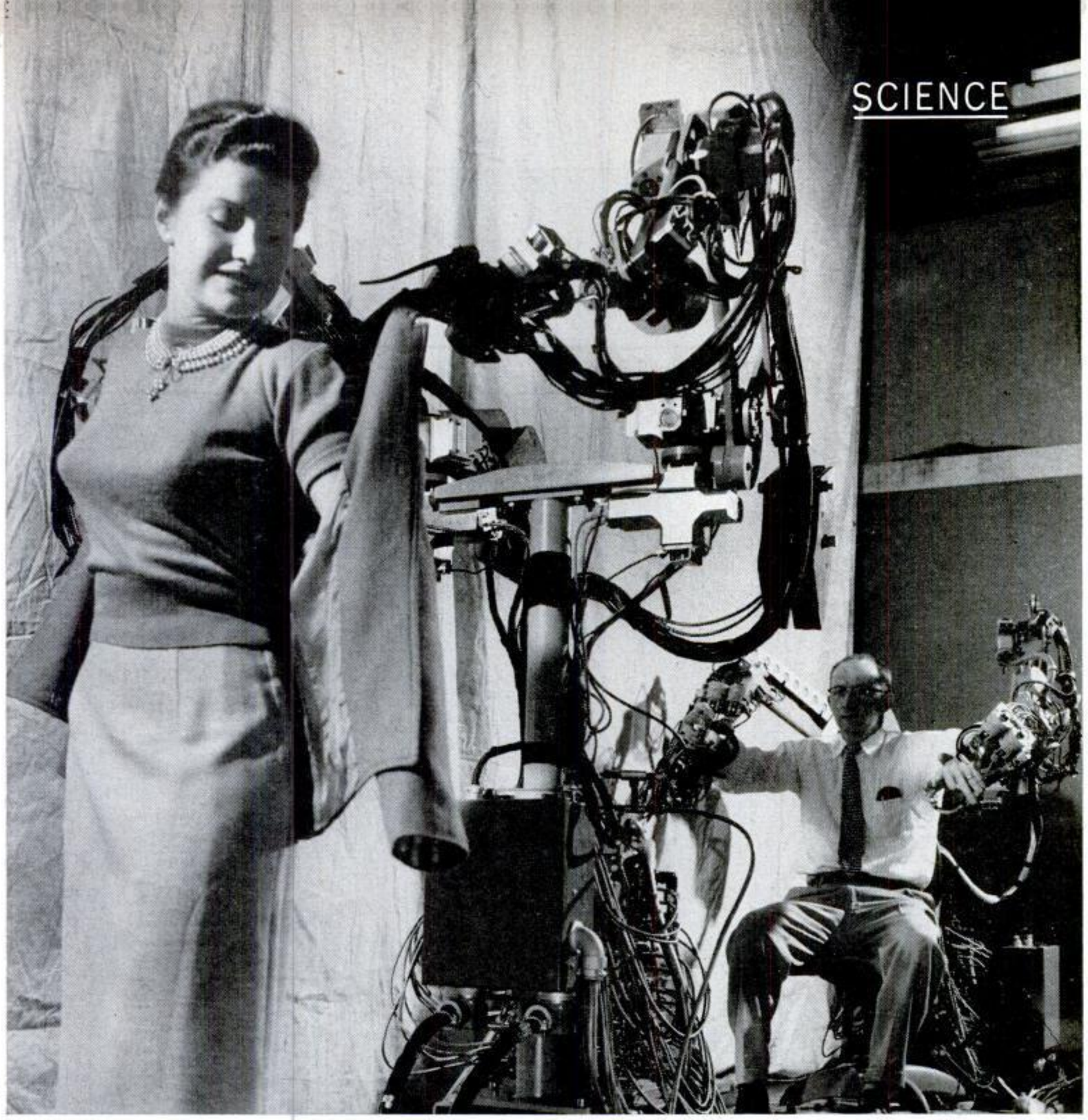
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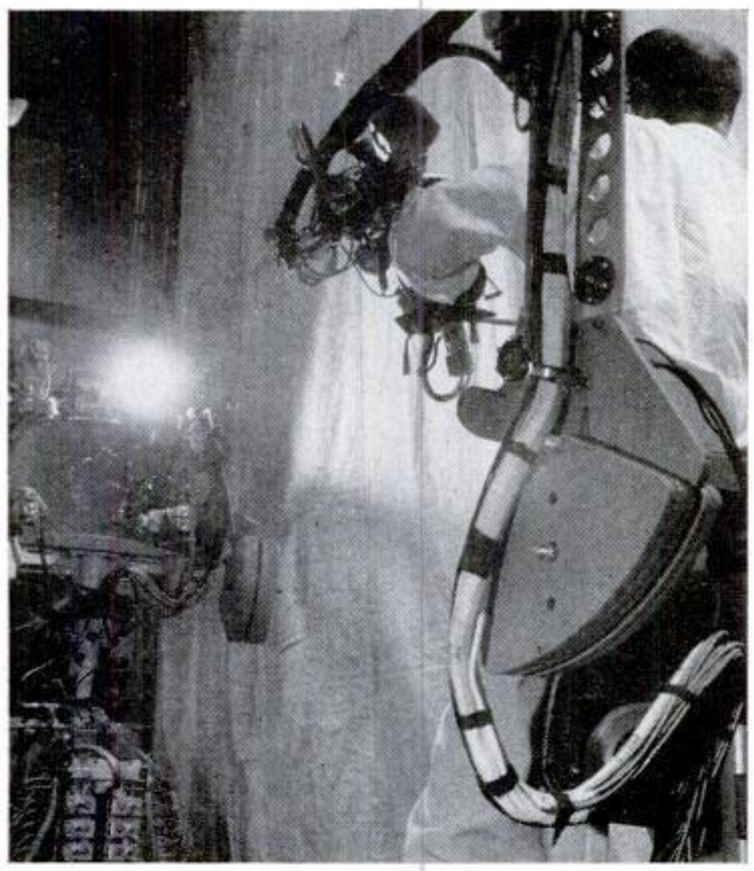
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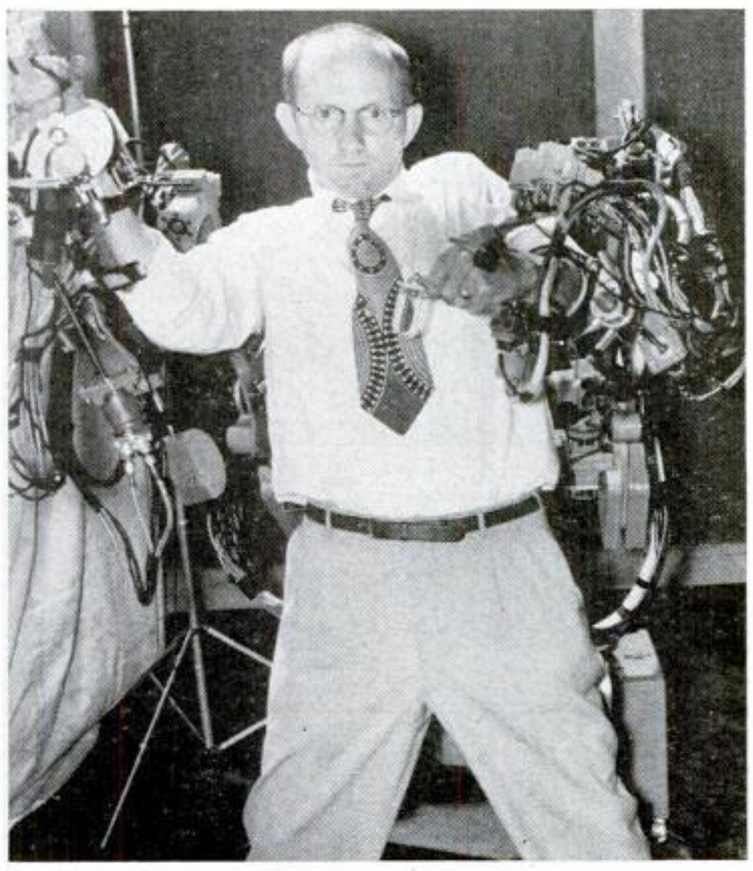
IN DEMONSTRATION OF DEXTERITY, ROBOT DUPLICATES MASTER'S ARM, FINGER MOTIONS TO PUT COAT ON GIRL

CHIVALROUS ROBOT

The disembodied device graciously helping the girl with her coat (*above*) is one of the most dexterous robots yet designed. Its arms have elbows that bend, wrists that swivel and three-clawed hands. Still being perfected by G.E., it is an electromechanical slave called the Yes Man which does the bidding of a human master who acts out the desired motions in pantomime. Attached to the master's hands are a pair of arms matching the robot's. When the man moves his fingers, electric signals actuate hydraulic pistons which move the Yes Man's claws the same way. Through a feedback system, the operator can feel what the robot is doing. Yes Man has a serious purpose. By watching it through TV, a technician sitting some distance away could safely guide the Yes Man through intricate tasks in an atomic laboratory.



ROBOT PHOTOGRAPHER takes flash picture of its master (*right*) after lifting camera from table, aiming it.

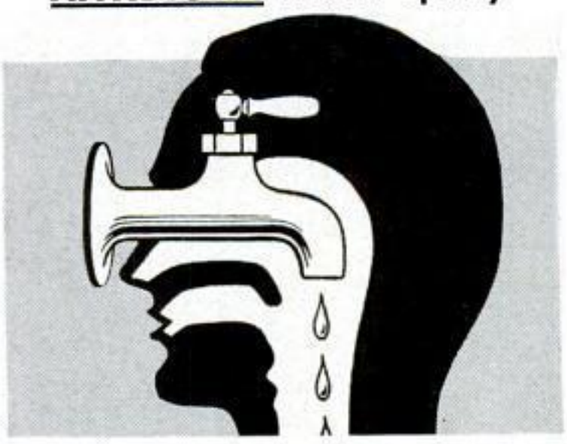


PICTORIAL RESULT of Yes Man's photographic effort shown at left is this portrait of operator with controls.

End gagging
and coughing of

POSTNASAL DRIP

. . . with this new
ANTIBIOTIC nasal spray



Only *SUPER* ANAHIST ANTIBIOTIC NASAL SPRAY

Stops Gagging and Coughing—Melts Away Mucus with Thonzide!

SUPER ANAHIST NASAL SPRAY, with an exclusive *antibiotic* formula, clears out your "drip zone." It's the same type therapy doctors prescribe—yet costs only 98¢!



SUPER ANAHIST®
ANTIBIOTIC NASAL SPRAY

"IT MADE ME ALMOST HATE MY HUSBAND!"

Mrs. L. L., Beverly Hills, California

"When George and I began to get on in years, his hair turned to a handsome gray and made him look, well . . . sort of distinguished!

"But *my* gray hair looked dull and lifeless. George was middle-aged and handsome . . . while it seemed I was becoming more unattractive. It's silly, I know, but . . . gray hair made me almost *hate* my husband!

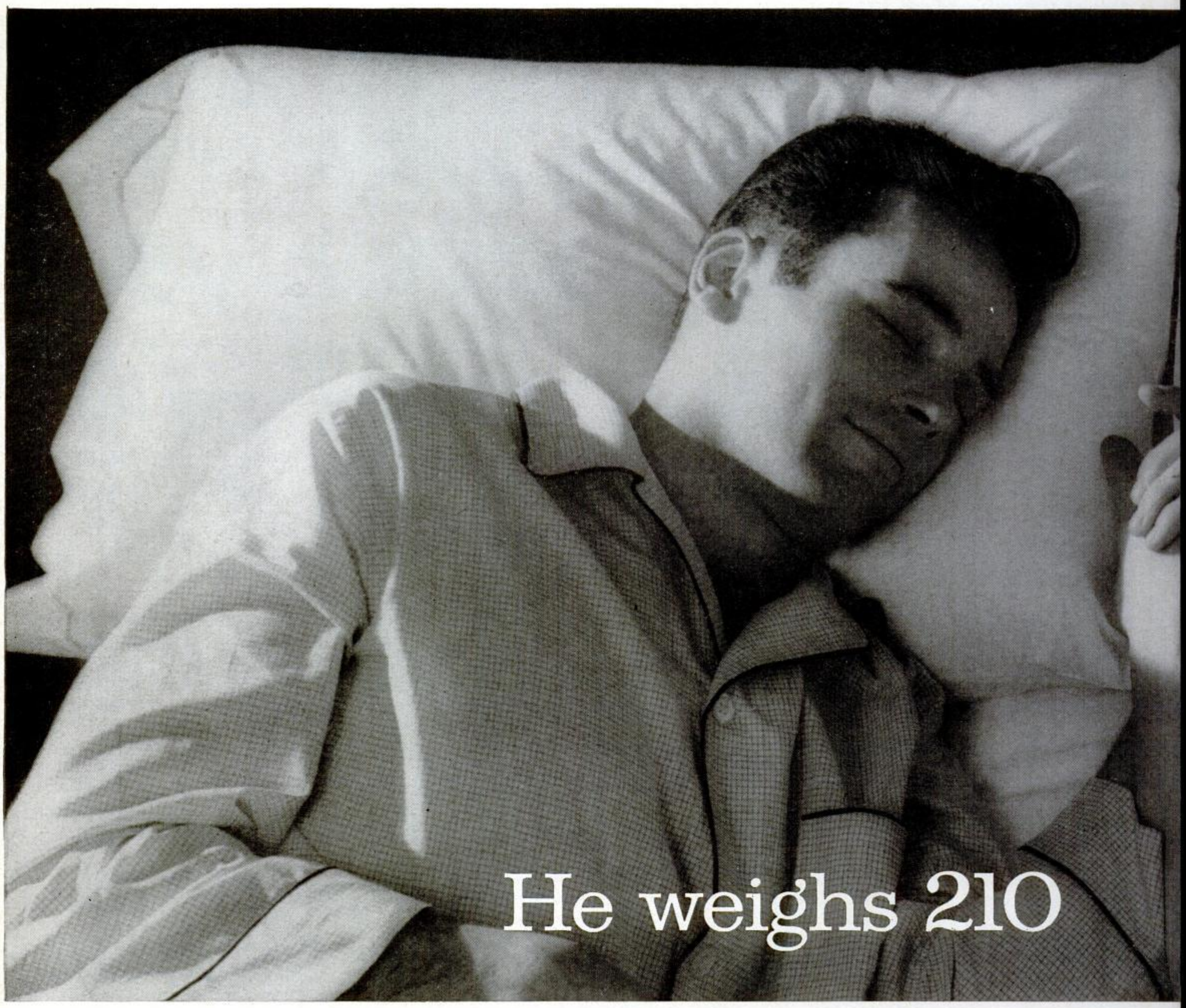
"Then I heard about Silver Curl, the home permanent that's *custom-made* for gray and white hair. I was desperate enough to *dye* my hair, but I'm so lucky I chose Silver Curl instead. Now, like George, gray hair is *my* most attractive feature!"

EASY TO DO! Even if you've never had a home permanent, you can have a Silver Curl with ease. Silver Curl is *self-neutralizing* . . . no extra steps. You just apply waving lotion—wind up curls—rinse and let dry. That's all!

GOOD NEWS! Silver Curl by Toni now has Fresh Air Waving Lotion . . . odor-free as a wave can be! And it gives a *longer-lasting* wave than any other home permanent!

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But their BEAUTYREST gives

Only Beautyrest has separate, independent springs for separate, individual comfort!

Never apart, yet each has a private world of restful comfort.

Only Beautyrest can offer such a picture of content, such deep-down luxury for two. It's the only mattress with separate, independent springs. It can't slope, can't cause rolling together . . . can't relay a jounce—or even a jiggle—when one partner turns in his sleep.

In all other mattresses, springs are tied together . . . pull each other down. Let this famous water glass test show you the difference:



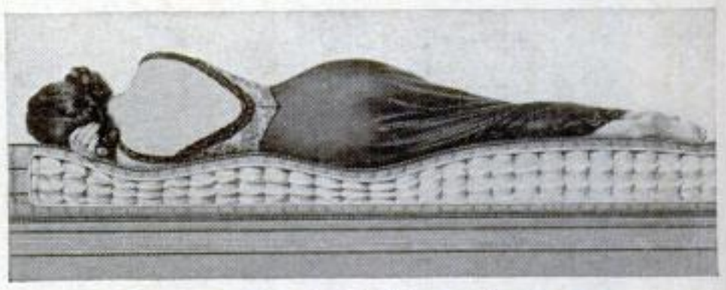
"ORDINARY" (wire-tied springs)



BEAUTYREST (independent springs)

See how glass topples over when you press down on nearby spring in "ordinary" mattress. Springs that are wired together sag together.

See how glass remains upright on Beautyrest. Each spring is independent, strictly on its own. Each coil reacts only to the weight above it. So vital to double-bed comfort!



Greater single-bed comfort, too

If Beautyrest is so right for two, think how perfect it must be for *single* sleepers. Independent springs

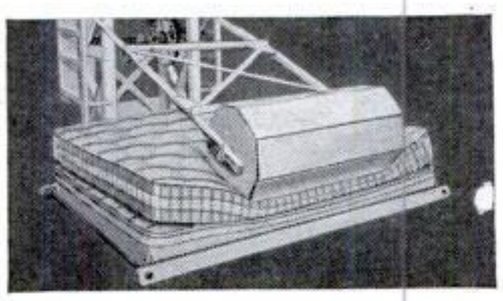
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separate, private comfort to BOTH!

give body-fitting support from head to toe. Coils give gently under the weight of your hips, yet firm up to support the small of your back.

Remember, only Beautyrest gives this combination—the firm, level support you need *plus* the luxurious comfort you want.



The least expensive mattress you can own

Here's why the best costs the least. At United States Testing Company, 270-pound roller went over all leading-make mattresses. Beautyrest stood up 3 times longer than the next best mattress.

Longer-lasting? Yes. And the Beautyrest 10-year guarantee brings original price of $69.50 down to less than 2¢ a night.

Your choice of firmness

Choose the Beautyrest that suits you best. There's Beautyrest Standard model (for most firmness requirements) and Beautyrest Extra-Firm model (for those who need or prefer it). Extra-length and extra-width Beautyrest mattresses also available.

Whichever you choose, be sure that you get the MATCHING BEAUTYREST BACKSAVER BOX SPRING with exclusive platform top, which is scientifically engineered to give maximum comfort and even greater Beautyrest durability.

It completes the comfort picture, brings out the best in Beautyrest.

P.S. Look for the border with the vertical double stitch lines . . . it identifies the Beautyrest mattress.

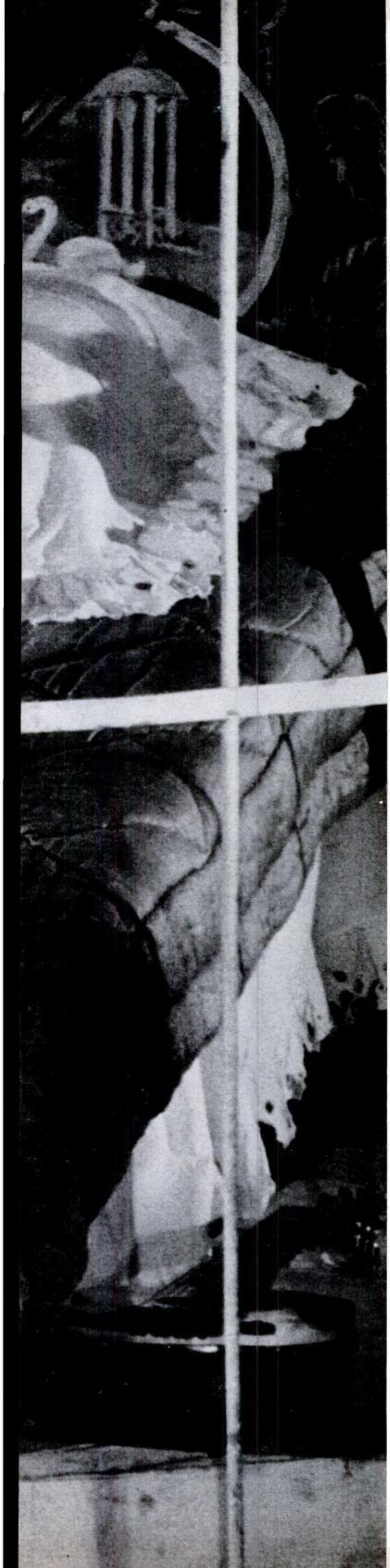


Only Simmons makes BEAUTYREST

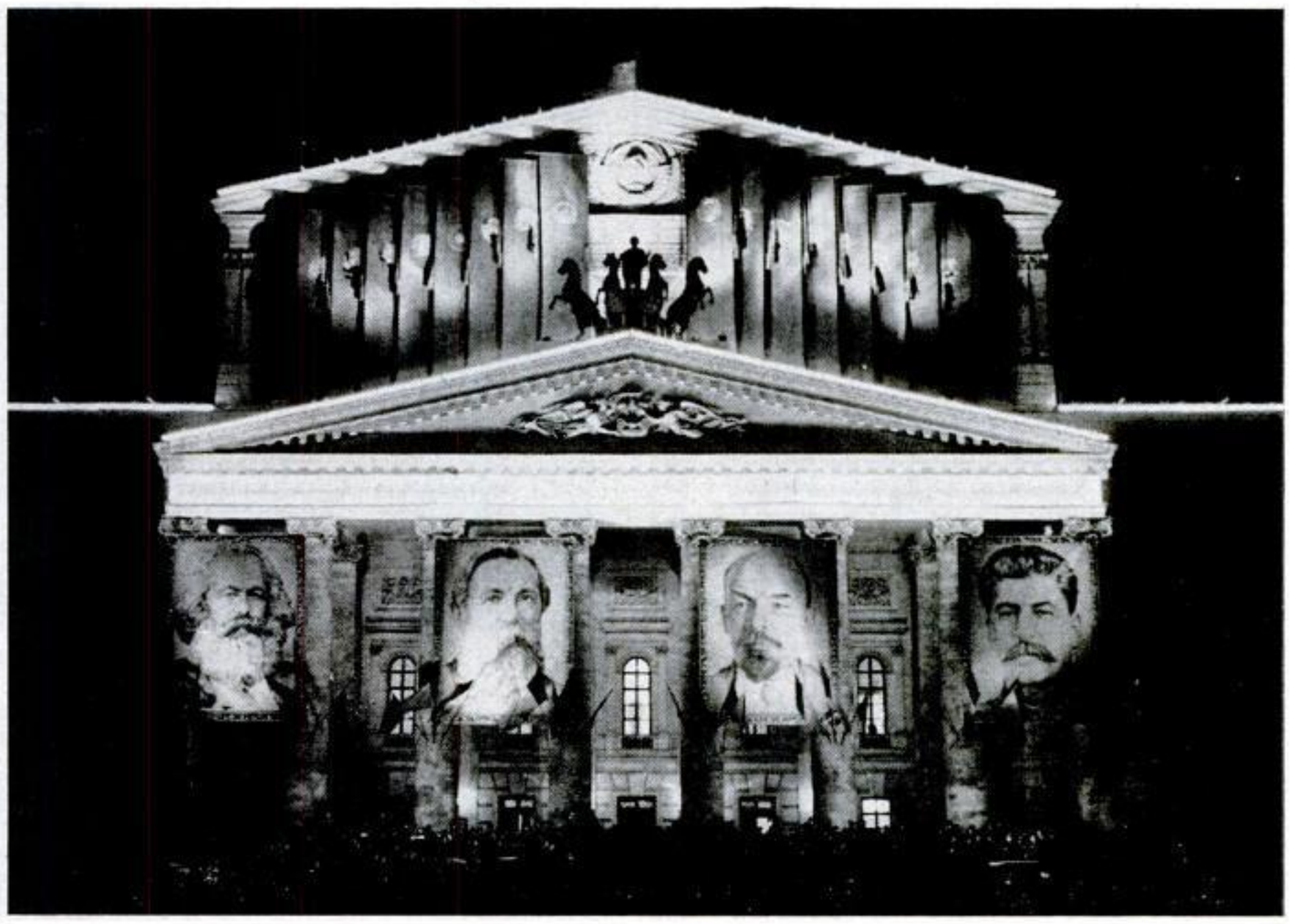
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RUSSIANS IN PURSUIT OF LIVELY ARTS



BOLSHOI THEATER IS ADORNED ON HOLIDAYS WITH PORTRAITS OF MARX, ENGELS, LENIN AND STALIN

LIFE takes long look at dogged drive to feed a people famished for culture

Photographed for LIFE by EDWARD CLARK

The uncouth Russian behind bars (*left*) is the hero of the U.S.S.R.'s biggest current dramatic hit, *Klop*, which means "bedbug." He is guilty of the deadliest Soviet sin: he is *nekulturny*, or without culture. He is not a man, says his keeper, but a bedbug whose habitat is "the rotten mattresses of time."

To exterminate such human bedbugs the Soviet Ministry of Culture is engaged in the largest regimented enterprise of the arts and entertainment the world has ever known. Its business includes everything from completely controlling Russia's movie industry to overseeing its TV bedtime stories—all designed to dictate public taste and, of course, to inculcate Communist doctrines. On these pages LIFE presents the first extensive picture story ever taken of this historic campaign, as witnessed in Russia for two months by Photographer Edward Clark and Reporter Patricia Blake.

Before the 1917 Revolution Russia's music, architecture, imperial ballet and its great writers like Leo Tolstoy and Alexander Pushkin were inspired by Western culture. But soon after he came to power, Stalin slammed the door to the West and purged—along with his army officers and politicians—the best of the nation's creative artists.

While creative vitality was deliberately stifled, Russia's literacy rate shot up. As a result its population is now ravenous for books, theaters, films and music. People buy out whole editions of popular books the day they are published, support a booming black market for phonograph records, show their indifference to official disapproval by jitterbugging to American jazz. For Moscow's seven million people there are only 51 movie theaters. Film fans queue up for hours but can purchase tickets only for a future performance. If they arrive five minutes late, they are not allowed in to see the movie and their money is not refunded.

HERO OF MOSCOW'S HIT COMEDY, "KLOP," IS UNCULTURED BOOR DISPLAYED IN ZOO CAGE

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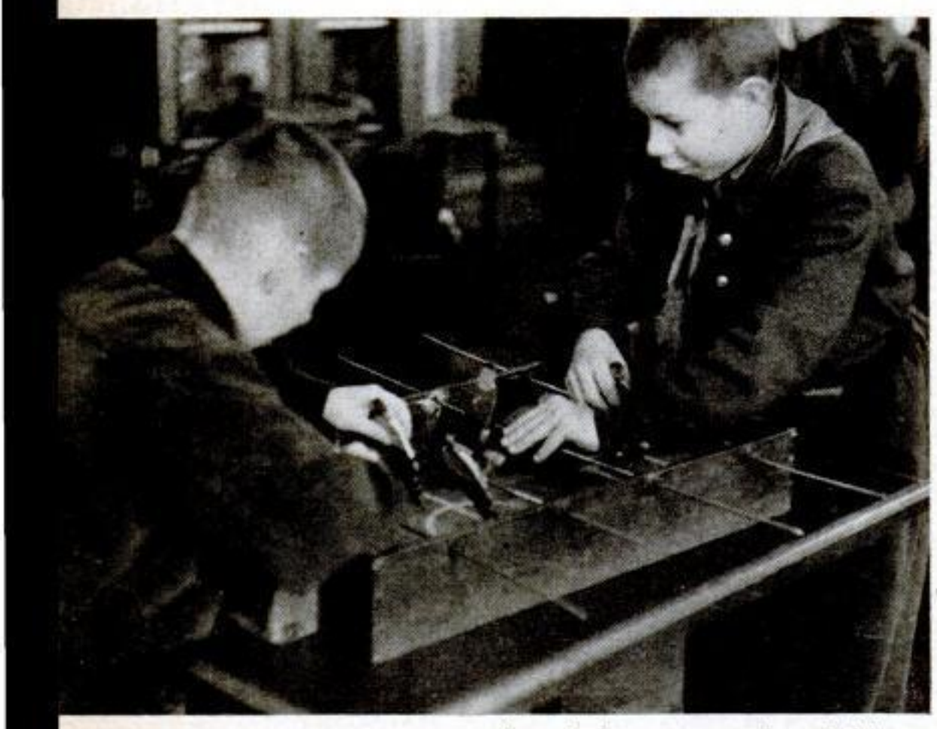


THE PALACE is a rambling structure built in 1933. Some 3,000 workers and families attend it daily.

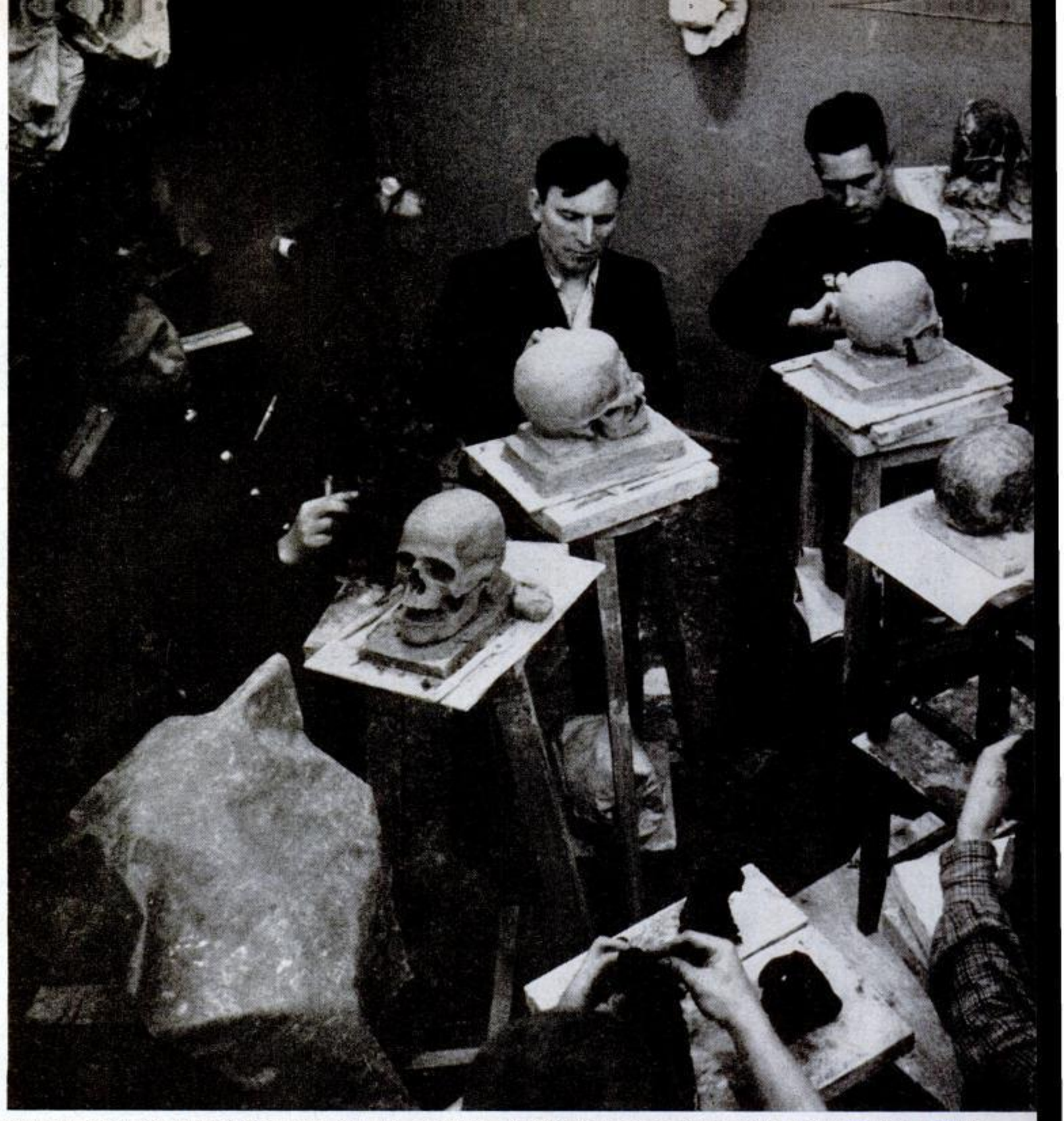
Palaces for a Worker's Culture

To dispense its assembly-line culture the U.S.S.R. has established some 300 Palaces of Culture, elaborate buildings attached to big factories and government trade union centers. All of them provide an identical curriculum of entertainment and classes so that on any given day Soviet workers all over Russia are singing the same songs, sculpturing the same skulls, seeing the same movies, reading the same books. Palaces of Culture are intended to elevate the worker above the level of a *klop*, to combat a serious juvenile delinquency problem and to keep workers' minds off low wages, long hours and wretched living conditions.

The culture palace shown here is expressly for families of some 40,000 employes at the Stalin Auto Works in Moscow. It offers them three libraries, dozens of rigidly scheduled classes in the arts and amateur productions of plays, concerts and ballets. Its most popular attraction is a dance band playing such current hits as *Bésame Mucho* and *Melancholy Baby*.



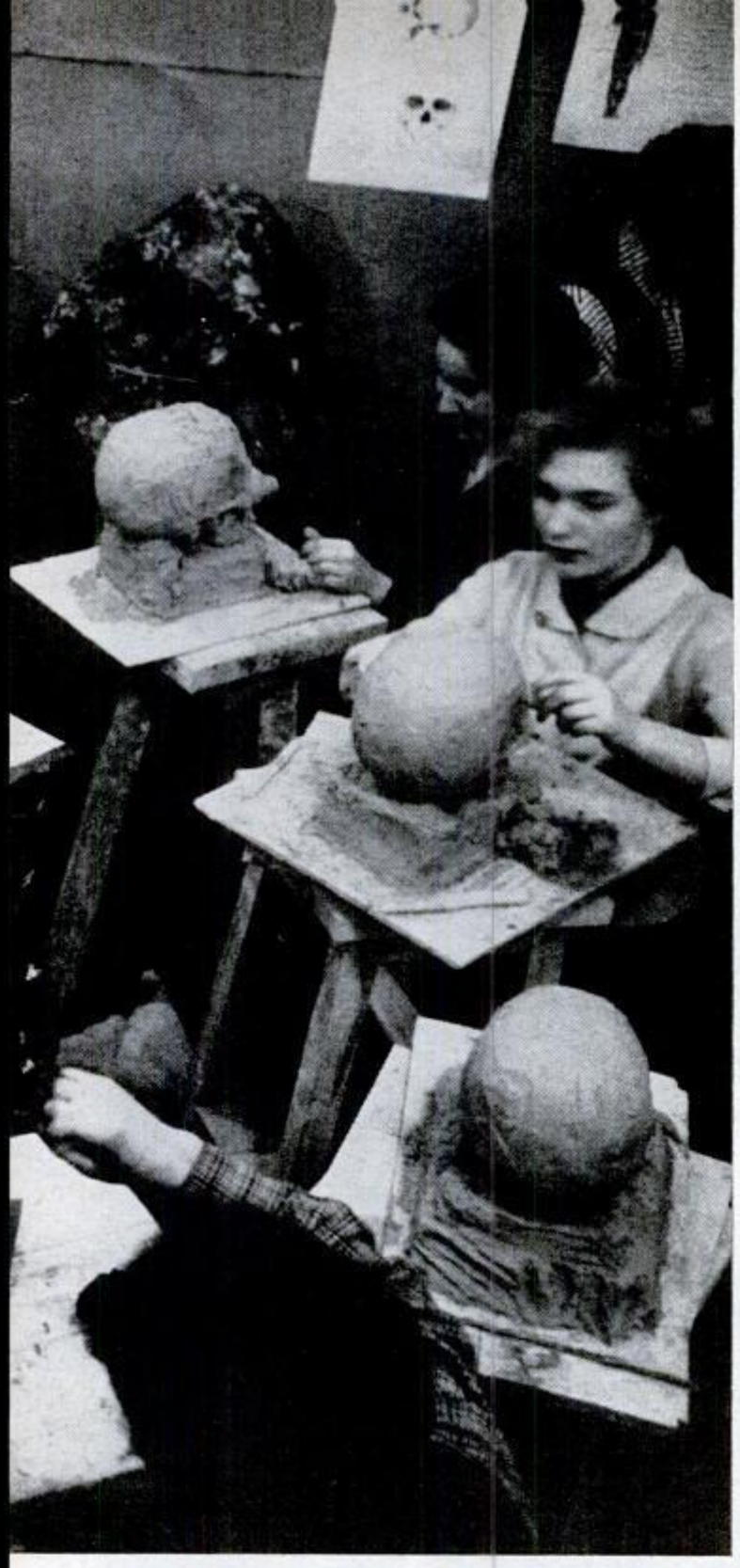
GAME ROOM offers indoor sports for children. These, wearing school uniforms, play table soccer.



SCULPTURE CLASS MODELS HUMAN SKULLS. THOUGH MANY SCULPTURE STUDENTS IN OTHER COUNTRIES

FOLK DANCE STUDENTS REHEARSE A VIGOROUS, WHIRLING MAYPOLE DANCE CALLED THE "MOLODYOJNY."





STUDY SKULLS, FEW ARE REQUIRED TO MAKE COPIES

THIS IS MOST POPULAR CLASS IN CULTURE PALACE





BALLROOM DANCING, to American fox trots and tangos played with solemn beat, is favorite form of recreation. Management does not permit jitterbugging, and girls often dance together in Russia.



DRAMA TEACHER corrects his students' interpretation of Russian version of *Love's Labor's Lost.*



ART STUDENT paints watercolor in popular class conducted three times weekly from 7 to 11 p.m.



"LISTEN TO US, youth of the world," sings this choir class of many girls, two boys. Palace teaches several choir classes of all ages to sing patriotic and folk songs. They perform at Soviet rallies.

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PROPAGANDA OPERA *Nikita Vershinin* by Dmitri Kabalevsky, based on 1919 civil war, had premiere this season at Bolshoi Theater. Revolutionist on crate was wounded capturing czarist armored train.

Bolshoi, Musical Showcase

Russia's proudest show place is the world's most luxurious theater: the Bolshoi in Moscow. Once the czar's imperial opera house, it is a strange setting for propaganda ballets and historical operas like *Vershinin* (*above*) wherein Marxist dialectics are discussed in ringing duets, and florid arias incite the masses to revolution. It has a lighting staff of 100 to create startling effects like fires which can be smelled by the audience. It also has a permanent orchestra whose playing is noticeably ragged.

Modern works like *Vershinin*, which was a flop, represent only a part of the Bolshoi's repertory. Favorite operas, curiously enough, all have titles mentioning royalty, Glinka's *A Life for the Czar*, Borodin's *Prince Igor*, Tchaikovsky's *Queen of Spades*. Most popular ballets are timeworn classics *Swan Lake* and *Giselle*.



DISCUSSING OPERA, Composer Kabalevsky (*left*) confers with Bolshoi's Conductor Melik-Pashayev.



PRIVILEGED COMPOSER, Aram Khachaturian, works in eight-room duplex. Purged in 1948 for "bourgeois music," he later regained favor. His *Gayane* with its *Saber Dance* is popular Bolshoi ballet.

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SEAT OF OFFICIAL CULTURE is Moscow's Bolshoi Theater, built in 1854, where lavish opera and ballet are presented—and big political rallies held. This audience at opera *Prince Igor* is typical, consisting mainly of bureaucrats, military officials, foreign dignitaries. Ordinary Russians are seldom able to buy seats.

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PROPAGANDA BALLET in Leningrad's Kirov Theater celebrates opening of hydroelectric station on Volga-Don canal. Male dancers waving red banners are construction engineers, girls are farmers rejoicing that farmland will now be irrigated. Theater was half empty since Russians are bored by propaganda ballets.

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TV STORYTELLER, called "skazitelnitsa," presents folk tales with a moral on a children's program.



ONLY NIGHTCLUB IN RUSSIA, MOSCOW'S SOVIETSKAYA, HAS TWO ARMENIANS DOING A SPANISH DANCE

TV and Melody for Masses

In their hunt for entertainment, Russians have turned in surprising numbers to television. For 740,000 TV set owners, the Soviet provides 10 hours a day of movies, plays, speeches, concerts and commercials—"Buy Kremlin perfume." But radio is the only cheap source of entertainment. (Dinner and drinks for two at Russia's only nightclub costs $28.) Since Soviet stations seldom play new popular music, the four million shortwave set owners often tune in programs from foreign stations for latest U.S. songs. They also regularly get jazz on the *Voice of America*—not Russian language programs, which the Soviets jam, but English language ones which the Soviets leave alone.

The scarcity and demand for jazz records is so great that some Moscow medical students have figured out how to record foreign broadcasts of dance music on used X-ray plates, which they cut into disks and peddle illegally.



STATE RECORD STORE in Moscow sells a good deal of Russian dance and folk music but does its biggest business in classical works which the customers listen to through earphones plugged into a single phonograph. Though long-playing records are priced cheaply at $1.60, many have scratchy surface noise.

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THE OAFISH HERO OF "KLOP" BESTOWS AN UNCULTURED KISS ON HIS CAPITALIST BRIDE, TO THE DISGUST OF WEDDING GUESTS

Veiled Jab at Communism in Hit Play



HERO COMMUNES WITH ONLY FRIEND, A BEDBUG

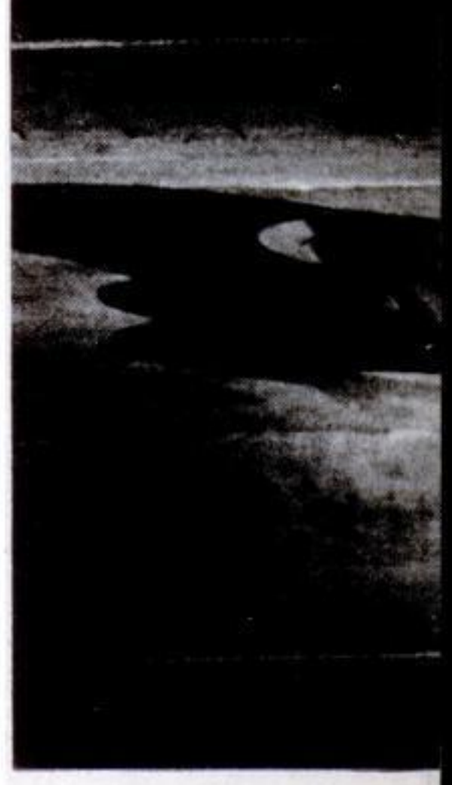
Moscow's hit play, *Klop* (*pp. 128, 129*), was banned 27 years ago when it was first produced. Its author, Vladimir Mayakovski, killed himself a year after his play was denounced; its original director, the famous Vsevolod Meyerhold, died in a concentration camp. *Klop* has now been running for two years, an indication of the easing up of Soviet control over the arts since Stalin's death.

A two-edged satire, *Klop* starts as a jibe at Soviet vulgarity. Its uncultured hero, named Prisypkin, courts a rich hairdresser's daughter, Elzevira Renaissance. At their gaudy wedding party the house burns down, firemen douse the flames with water which freezes around Prisypkin and seals him in a block of ice. When he thaws out 50 years later, he is plunged into a mechanized world, and the play turns into a veiled satire on Communist regimentation. Its robotlike citizens permit no drinking, smoking, dancing or romance. They call love "a condensation of sexual energies." Prisypkin, who suddenly becomes a pitiable figure, is put in a cage as a loathsome specimen of the past. Thoughtful Soviet theatergoers, who can see *Klop* in two Moscow theaters and on tour, laugh at the buffoonery of the first part, then grow grimly silent when they realize the caged man is both a symbol and a warning of their own condition.

REVIVED after 50 years in ice block, wakening hero (*top center*) gives lively kick behind screen in fantastic lab of the future.

ABANDONED by Communists of 1978, who shun him as a repulsive bedbug, the hero throws himself on floor and sobs, "Alone!"





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NEXT WEEK: REACHING FOR A PREREVOLUTIONARY PAST

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No brewing . . . no messing . . .
It's really a blessing—
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You try

Chase & Sanborn

the full-bodied instant

ANOTHER FINE PRODUCT OF STANDARD BRANDS INC.



STAR-TOPPED, 97-FOOT BELL TOWER DOMINATES EXTERIOR OF THE CHURCH

A NEW CHURCH SHAPE

Seen from outside, the Church of the Virgin of the Miraculous Medal is one of Mexico City's strangest looking new buildings. From inside it looks even stranger. offering a vista of almost pure geometrical form. The walls and roof are of reinforced concrete only 1½ inches thick and there are no posts or beams. The strength of the structure derives from the curved surfaces which, in the exterior, give the roof a scalloped effect (*above*) and in the interior create a series of vaulted sections extending to the floor in pillarlike rows. The work of Architect-Engineer Felix Candela, the church is a bold example of a structural concept as revolutionary in some ways as the pointed arch in the Gothic cathedral of the Middle Ages.

PILLARLIKE EXTENSIONS OF CHURCH'S VAULTS FRAME VIEW OF TRIANGULAR ALTAR WALL AND STATUE OF VIRGIN





Gabby Hayes SAYS: GET IN ON THE BIG 2nd ANNUAL

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Rangefinder Model "C"
WITH Carrying Case



Color and black & white photos. Speeds to 1/200th, built-in flash and self-timer, color-corrected lens. In chrome and Morocco.

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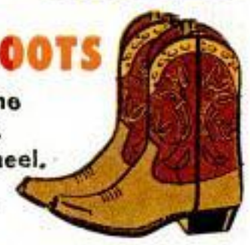


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2500 6th PRIZES

WESTERN BELTS

Authentic designs in genuine top-grain cowhide. Colorful buckles.



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1. Cut out official entry blank at right along dotted lines.
2. Carefully cut out the big red "SICLE" ball from any three "POPSICLE," "FUDGSICLE," "CREAMSICLE," "DREAMSICLE," "50-50 POPSICLE," or any frozen stick confection bag which has a red "SICLE" ball.
3. Paste the three red "SICLE" balls on the entry blank.
4. Match the pictures against the item names shown on the entry blank by writing the number of the item name in the corner where you think it belongs. Example: We have put a 3 in the first box because Sombrero (No. 3 on the list) fits that picture.
5. On the dotted line shown on the entry blank, write in the name you would give the pony from the description given on the entry blank. (Mom and Dad can help!)
6. Write your name, age, and address in the spaces indicated on the blank. Your entry will be judged against other entries in your age group.
7. Paste the completed entry on a 2-cent postcard and mail to "POPSICLE," P.O. Box 123, New York 46, N. Y. Send in as many entries as you like. Entries must be postmarked no later than midnight, August 4th, 1956.
8. Entries to be judged by independent judging organization on basis of correctness and neatness of entry and originality of pony name. In case of ties, earliest postmark date will be the deciding factor. Decision of judges will be final.

ENTER AS OFTEN AS YOU LIKE! WEEKLY CONTESTS BEGIN SUNDAY MORNING AND END THE FOLLOWING SATURDAY NIGHT. ALL ENTRIES WILL BE JUDGED IN THE WEEKLY CONTESTS BY POSTMARK DATE.

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PASTE 3 RED "SICLE" BALLS HERE!

When your entry is complete, mail it to: "POPSICLE," P.O. Box 123, N. Y. 46, N. Y.

"POPSICLE," "FUDGSICLE," "CREAMSICLE," "DREAMSICLE," "50-50 POPSICLE" and "SICLE" are Registered Trademarks of the Joe Lowe Corporation, New York 1, New York. Bag Saving Offer limited to U. S. and Possessions and is void and not extended in any State or locality where redemption and issuance thereof are prohibited or where any tax, license or other restriction is imposed upon the redemption or issuance thereof. All contest entries become the property of the Joe Lowe Corporation. All winners will be notified by mail. Failure to accept prizes as offered will result in forfeiture of prizes and no substitution will be permitted. Anyone may enter this contest except employees of the Joe Lowe Corporation, their advertising agency, or the families of such employees. This contest is limited to the U. S. and Possessions and Canada and is void and not extended in any state or locality where participation in and conducting thereof are prohibited, taxed, licensed or restricted. Joe Lowe Corporation reserves the right to substitute or change prizes or locale of vacations if unforeseen conditions arise. Send stamped, self-addressed envelope if you wish to have a list of winners sent to you. © 1956, Joe Lowe Corporation, New York 1, N. Y.

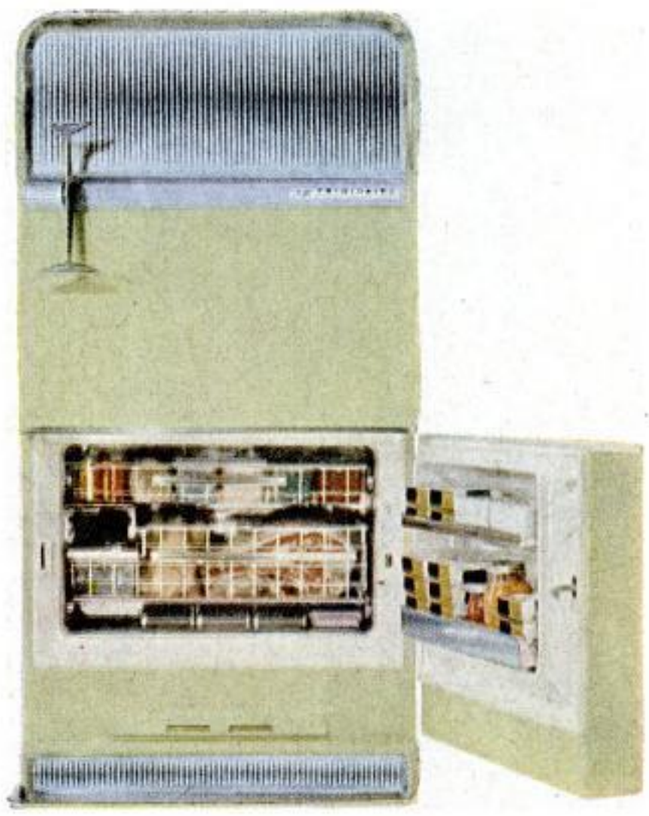
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Even your frozen foods

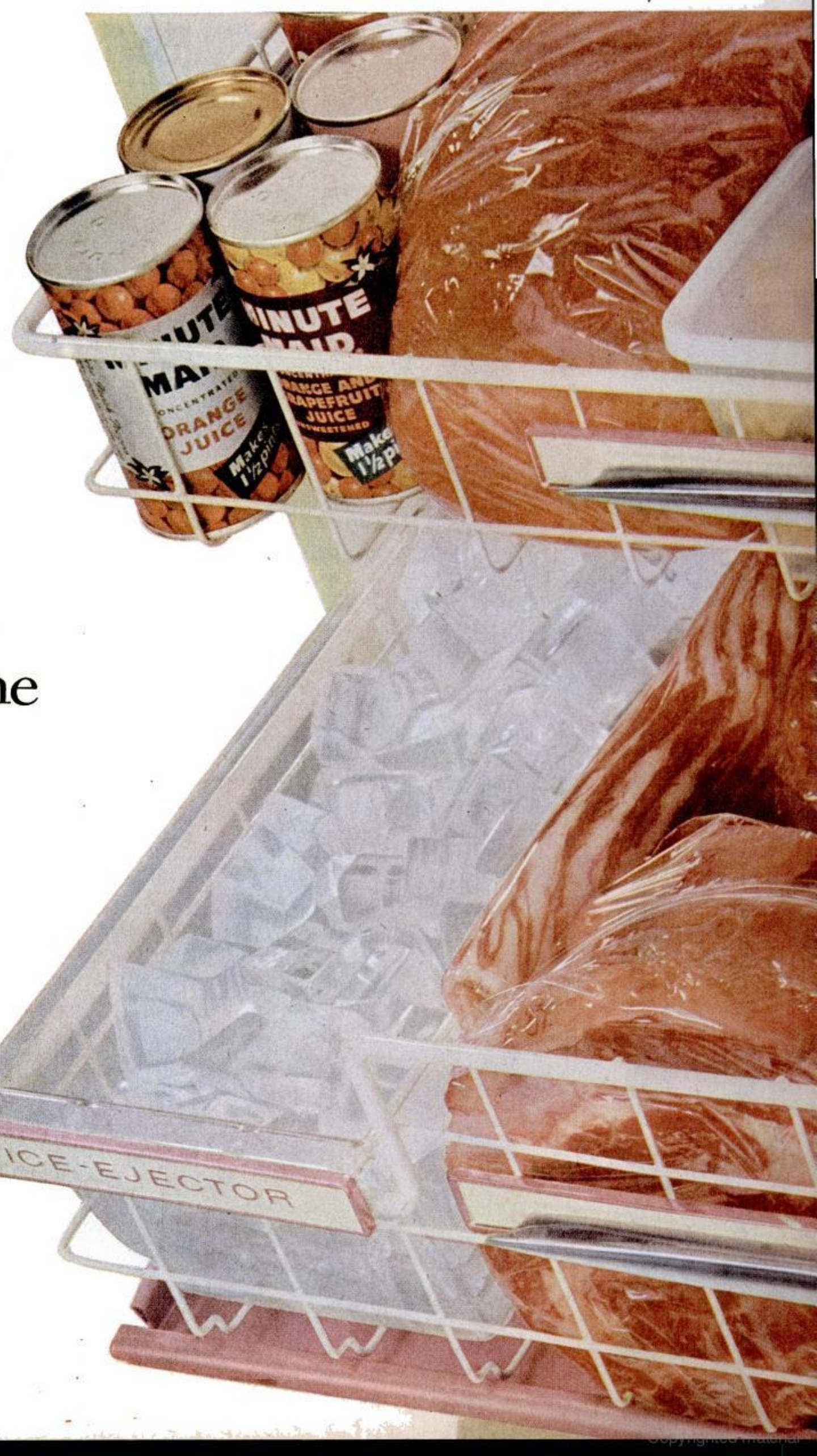
IF YOU'VE EVER POKED around in a refrigerator's freezer section – taking out and putting back packages until you unearthed the broccoli – you'll like these tidings:

The frozen food baskets in a Frigidaire Cold-Pantry glide right out all the way to display their contents. You peek–you pick–you push 'em back!

That's typical of the you-in-mind thinking that produced all the sweeping advances of the glamorous 1956 Frigidaire Refrigerators.



THIS CAPACIOUS FREEZER-REFRIGERATOR combination features a foot-pedal door opener for the freezer section, finger-tip release for the refrigerator door. It comes in white, and in 4 most wanted colors.



FRIGIDAIRE...

the most famous name in refrigerators

GM GENERAL MOTORS

Built and Backed by General Motors



roll out on nylon wheels!

Who likes to break out ice cubes? Not you! So Frigidaire gives you the instant Ice-Ejector. Push the inverted tray into a slot—and OUT pop nice dry cubes into polar-zone storage!

The refrigerator section *above* the freezer performs delightful new services, too.

Ever rummage around on a crowded shelf to see if you've enough tomatoes—in good shape? No more! Your Frigidaire Cold-Pantry *shows* your whole vegetable supply through the Picture Window Hydrator that nests so neatly in the door. And if you've ever dreamed of crisp, dewy garden freshness—this is it!

ALL your immaculate aluminum shelves roll all the way out—sagproof even when fully extended and heavily loaded.

And all your family's food keeps better, safer, longer in Frigidaire's "Flowing Cold" that ends all stagnant air and odor troubles. For first of all, Frigidaire *does* mean basically sound refrigeration.

Smart wives are making smart buys like this today. Why don't YOU see your Frigidaire Dealer?



TIE UP TO COOLNESS

...it's Canada Dry time!

Here are some wonderful ways to mix coolness with pleasure:

Vodka and Ginger Ale—the new favorite "long tall one" brought to delicious perfection by Canada Dry Ginger Ale.

Scotch and Soda—tinkling and traditional. Alive with all the inimitable sparkle of Canada Dry Club Soda.

Gin-and-Tonic—made famous (and better) by Canada Dry Quinine Water. Brisk and frosty, bracing and dry.

Rum-and-Tonic—another cooling combination whose delicious taste gets added lift from Canada Dry Quinine Water.



A MIXER FOR EVERY TASTE

GINGER ALE
CLUB SODA
QUININE WATER
COLLINS MIXER
HI-SPOT LEMON SODA
SPARKLING GRAPEFRUIT
SPUR COLA

THE NAME YOU KNOW...WHEREVER YOU GO

World's most popular in hotels and clubs... on planes, trains and ships

CANADA DRY

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As the Nautilus heads for the surface at a sharp angle, her crew is thrown off balance in their mess like men in an amusement park crazy house

WHAT IT'S LIKE TO RIDE THE 'NAUTILUS'

A LIFE reporter describes his underwater trip aboard the world's first nuclear-powered submarine

As the U.S.S. *Nautilus*, the world's first nuclear-powered submarine, made a run last week from New York to Groton, Conn., LIFE's Clay Blair was among a group of reporters aboard her. "As I go aboard," Blair reports, "I receive a tiny radiation badge to pin on my jacket which would indicate if I were being exposed to atomic radiation. Later, down in the control room the men stand by their instruments, ready for the order to submerge. Her skipper, Commander Eugene Wilkinson, receives a report on the water's depth from a sonarman: 'Fifty fathoms, sir.' Wilkinson replies, 'Very well,' then speaks softly into a microphone to the men on the bridge. 'This is the captain,' he says. 'You may dive when ready.'

"His quiet order is answered with a spine-chilling shout over the loudspeaker: 'Clear the bridge! Dive! Dive!' A klaxon blares and we imagine we hear sea water rushing in. But except for the slight tilt downward we have little sensation of submerging.

"As we plunge deeper, the men are utterly relaxed. They are taking the *Nautilus* down for the 431st time in 16 months and have reached the state, rare even for old submariners, where they prefer riding submerged to riding on the surface. It is smoother under water—like being in a living room. And because she was built to swim for long periods under water, she handles better under the surface where her engines operate more efficiently. Her atomic reactor, which has powered her through 37,465 nautical miles—21,252 of them while submerged—still shows no signs whatever of wearing out." In these pictures, annotated by Blair (*in civilian clothes at lower left*), LIFE takes its readers on a cruise in the *Nautilus*.





← As I came aboard the Nautilus her decks seemed stable as those of a battleship. As a submariner in World War II, I noticed that she was much more streamlined than subs we served on.

Many of the crew were on deck to watch New York salute her with fireboats and a helicopter. After answering with her whistle, the Nautilus turned and headed for deep water.

CONTINUED

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Very first shampoo

removes ugly dandruff, brightens hair

UP TO 35% too!



FOR CLEANER SCALP, dandruff-free hair, always use Fitch! Guaranteed to remove ugly loose dandruff... or your money back!



FIRST FITCH SHAMPOO gets rid of those dulling dandruff flakes... thus brightens hair as much as 35%! Tests prove it!

No other shampoo guarantees brighter, dandruff-free hair

... or money back!

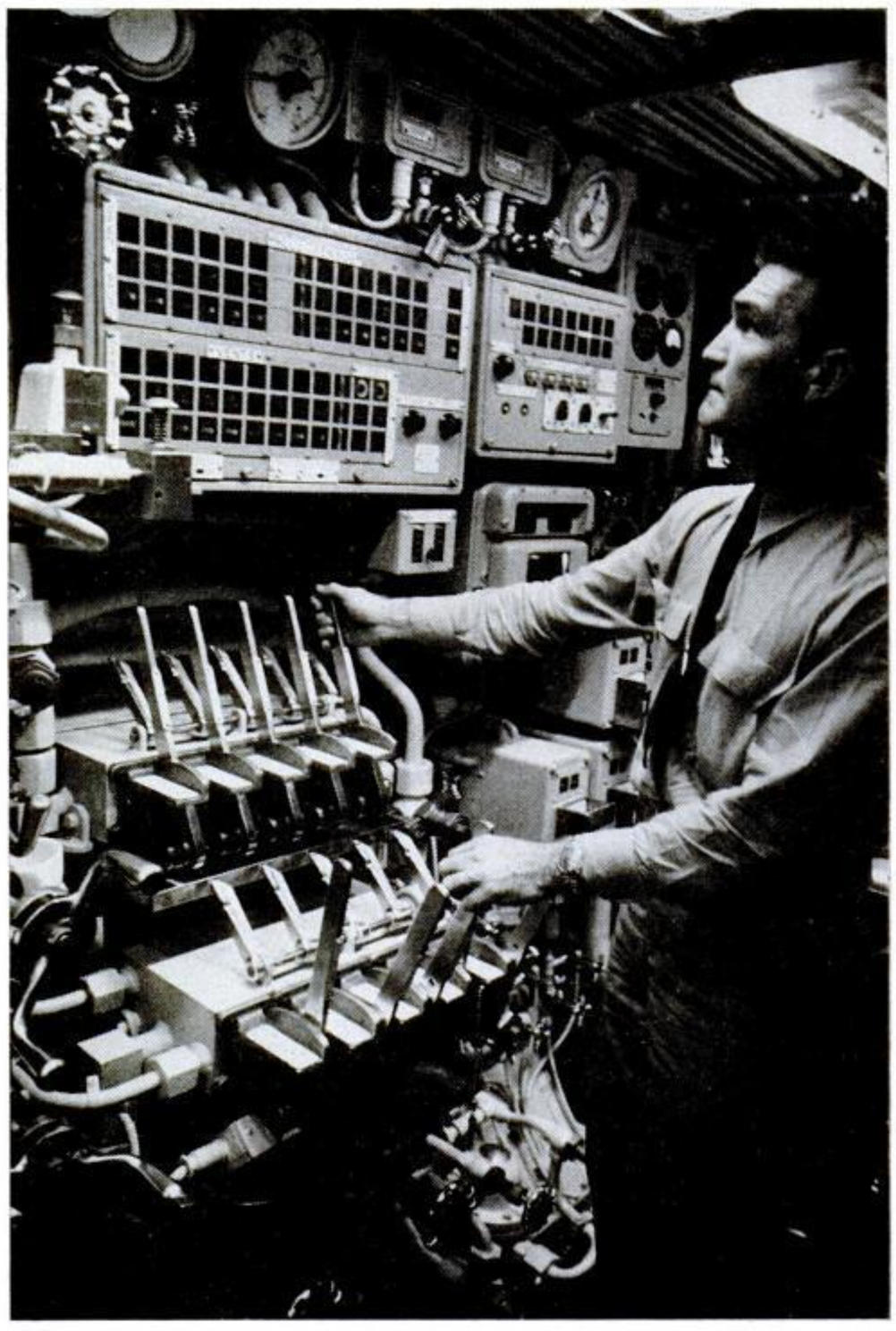
Nearly everyone has dandruff. That's why men and women everywhere use amazing new Fitch Dandruff Remover Shampoo *regularly*. It's the only shampoo specially made and *guaranteed* to remove every trace of flaky dandruff with one shampooing... or money back!

And remember... when Fitch removes dulling dandruff flakes, your hair looks up to 35% brighter too! What's more, new Fitch is so mild, so gentle, you can use it *every* time you wash your hair... not just to remove ugly dandruff.

Get the new, milder Fitch Dandruff Remover Shampoo at retail counters. *First* shampoo removes flaky dandruff—brightens hair up to 35% at the same time—or you get a full refund from Fitch. Ask for professional Fitch Shampoos, too, at Barber and Beauty shops.

Also available in Canada!





Getting set to dive, Chief Petty Officer Billy Ray Young prepares to pull levers which will run water into the ballast tanks to send her down. As the sub's klaxon warns that we are about to go under, Young keeps his eyes on the "Christmas tree" panel of lights above the controls. When all the lights are out on the panel marked "Hull Openings," he knows all hatches are closed tight for diving. In a moment lights on panel marked "Vents" will flash on to show that the ballast tanks are filling with water. Young is Nautilus' ranking enlisted man and during diving and surfacing operations he has the most important post on the sub.

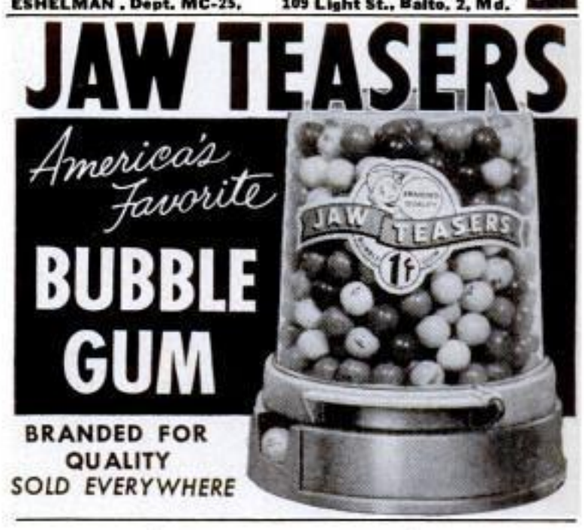


As the Nautilus dives, crewmen in the mess brace themselves nonchalantly and lift the edge of their backgammon board to keep pieces from sliding off as they continue their game with no interruption.

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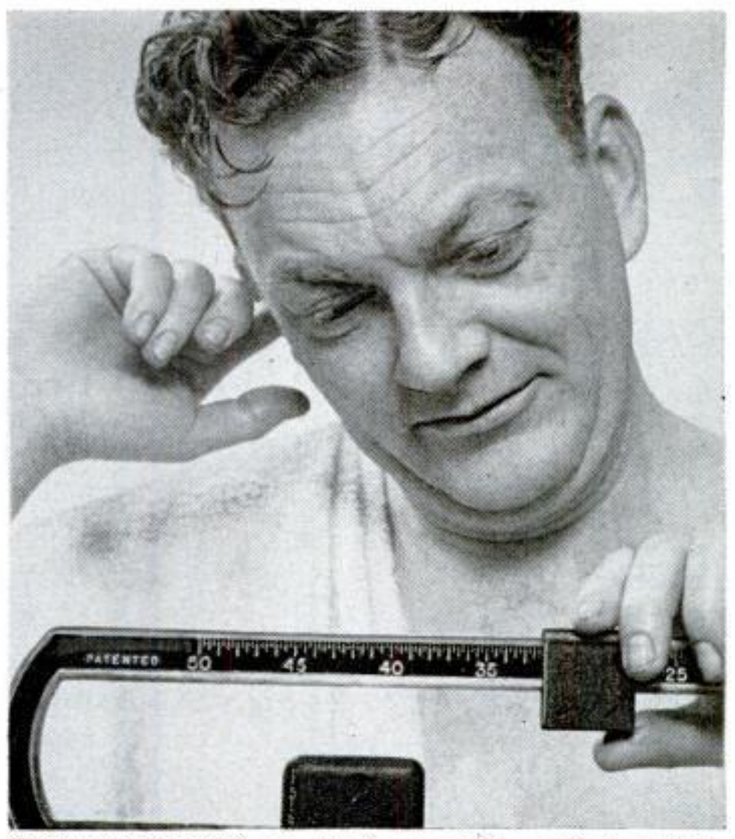




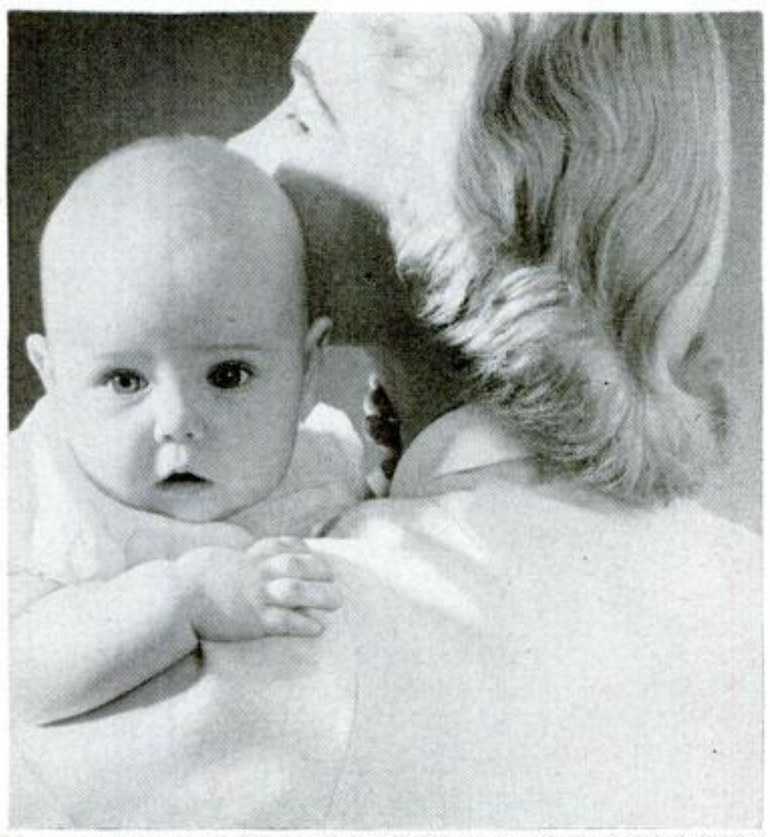
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Hurry-uppers get the protein for a real start in a bowl of Special K. It's the most nutritious cereal you ever put in a spoon.



Weight watchers: If your doctor prescribes a high-protein, low-fat, low-calorie diet, Special K fits right in. Only 105 calories. More protein than any leading cereal.

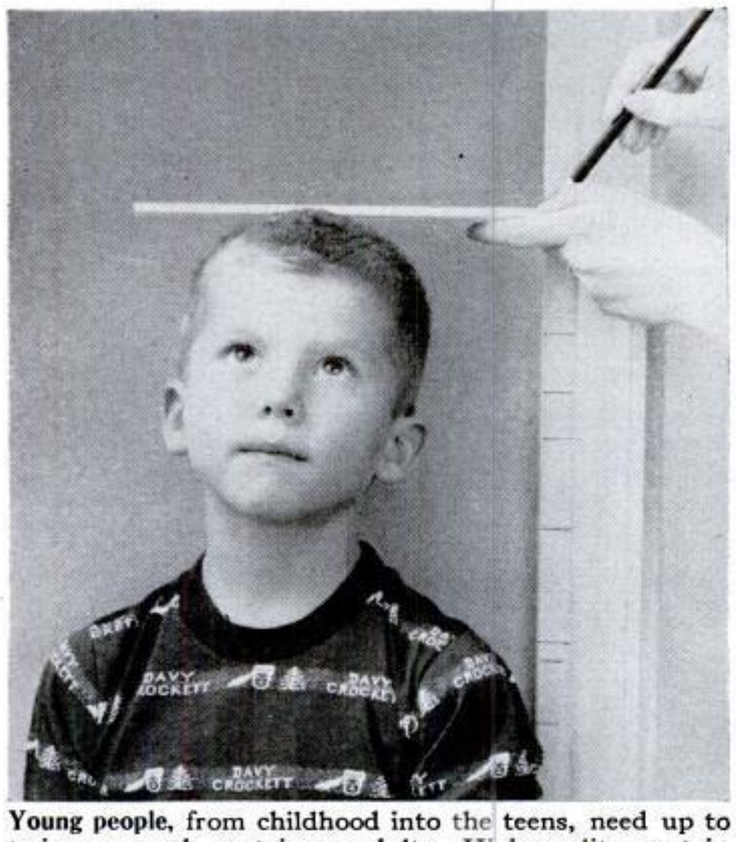


New mothers or mothers-about-to-be need more protein than usual. Special K provides it (high-quality protein) in greater abundance than any other leading cereal.

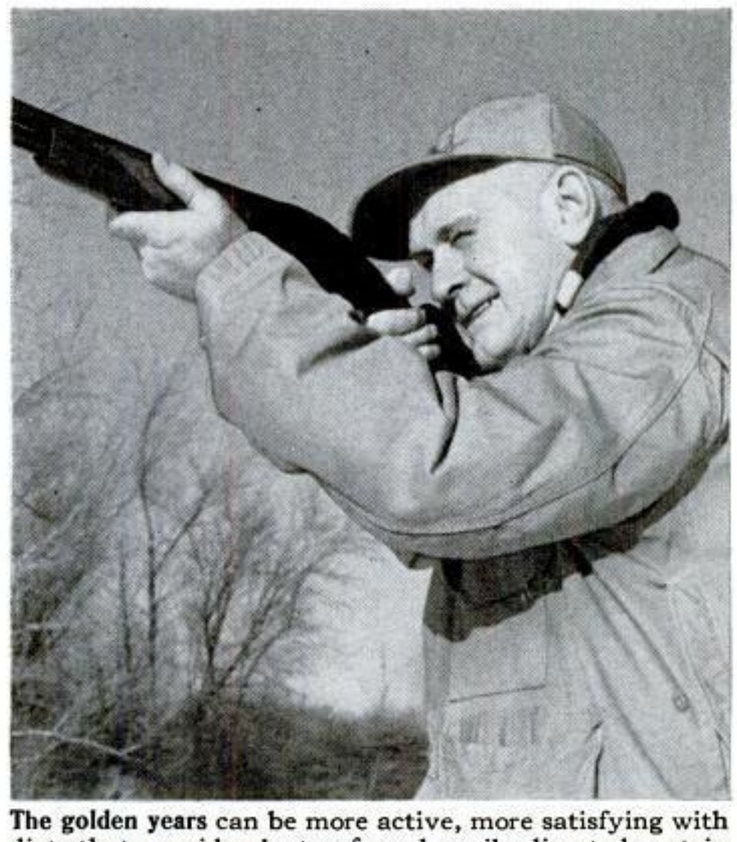
PROTEIN!

Kellogg's new food discovery

Concentrated high-quality protein *in a delicious new cereal form*



Young people, from childhood into the teens, need up to twice as much protein as adults. High-quality protein like Special K's for strong, healthy growth.



The golden years can be more active, more satisfying with diets that provide plenty of good, easily digested protein such as Special K's.



Why have doctors and nutritionists welcomed Kellogg's new Special K so enthusiastically?

Because here is a cereal food that gives us *at breakfast* the kind of protein we all need daily. High-quality protein (without unnecessary fat)—and plenty of it. *Twice* the average of *all* cereals, hot or cold.

Mothers are welcoming this new food for still another reason. The family *likes* it. More than a puff, more than a flake—with a very special flavor all its own.

You'll find Special K at your grocer's now. The package with the big red K on the front—and all the health inside.

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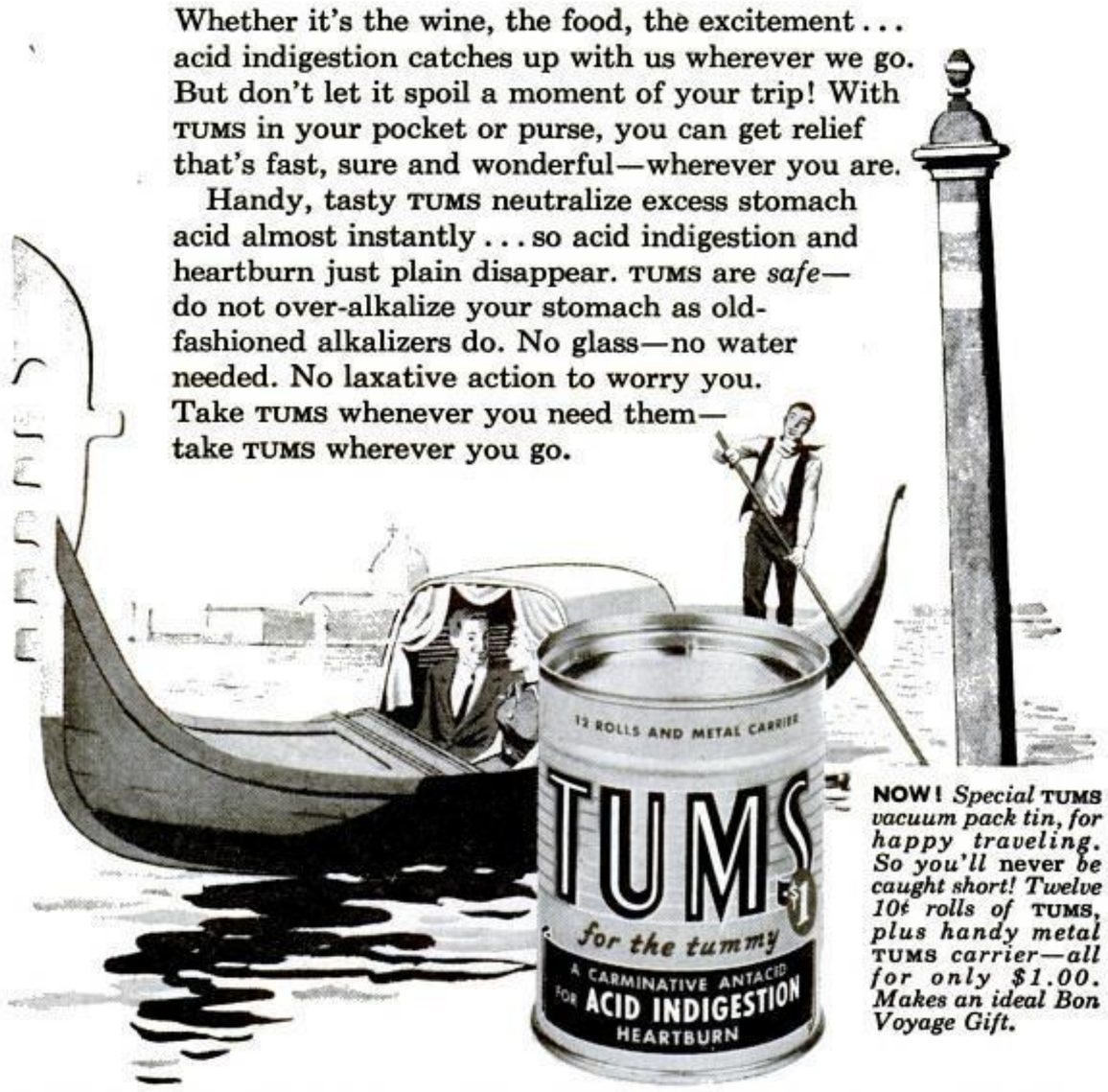
WHEN ACID INDIGESTION STRIKES...

Fix it On The Spot!

Experienced Travelers Take TUMS Wherever They Go— Fix Acid Indigestion, Heartburn FAST!

Whether it's the wine, the food, the excitement... acid indigestion catches up with us wherever we go. But don't let it spoil a moment of your trip! With TUMS in your pocket or purse, you can get relief that's fast, sure and wonderful—wherever you are.

Handy, tasty TUMS neutralize excess stomach acid almost instantly... so acid indigestion and heartburn just plain disappear. TUMS are *safe*—do not over-alkalize your stomach as old-fashioned alkalizers do. No glass—no water needed. No laxative action to worry you. Take TUMS whenever you need them—take TUMS wherever you go.



NOW! *Special* TUMS *vacuum pack tin, for happy traveling. So you'll* never *be caught short! Twelve 10¢ rolls of* TUMS, *plus handy metal* TUMS *carrier—all for only $1.00. Makes an ideal Bon Voyage Gift.*

perform a quick miracle with SPOTSTIK

hide that blemish with the medically recommended beauty stick!

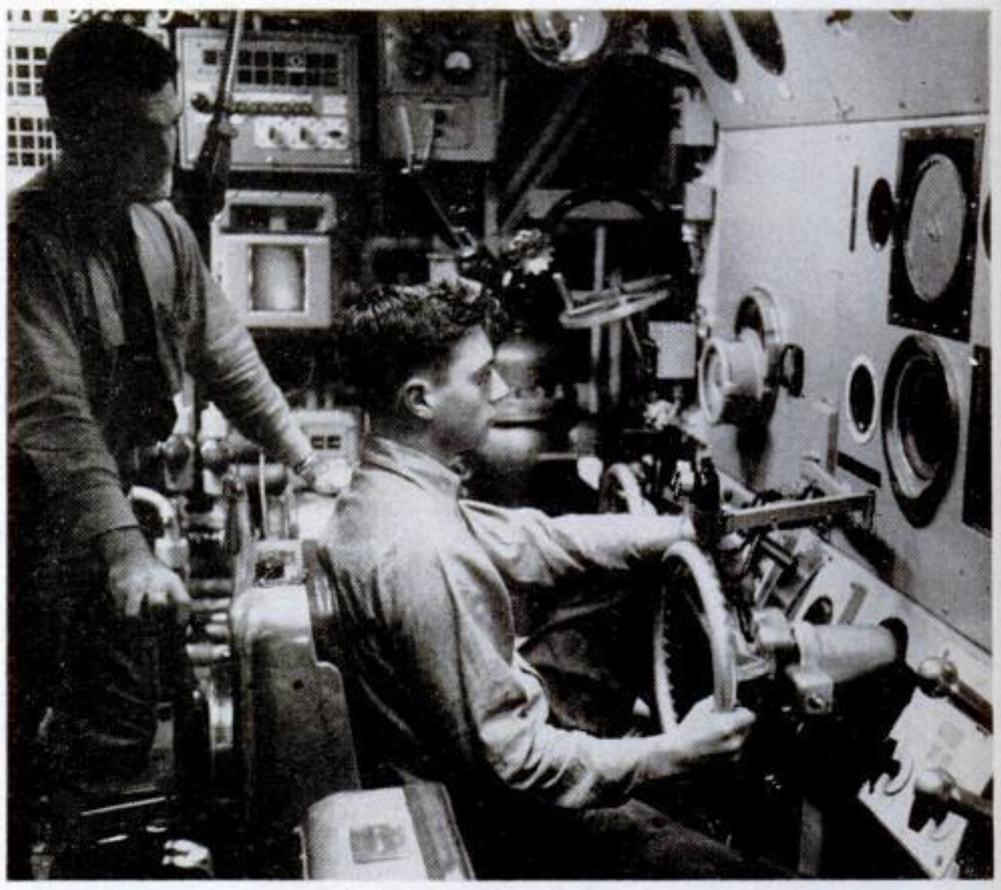
Easy to use as your lipstick, the original beauty stick that completely covers skin eruptions, broken veins, bruises, brown and white spots and dark circles! Waterproof, sunproof; complete protection prevents sunburned noses. Available in skin shades. At finest department and drug stores everywhere. Only **$1.50**

Lydia O'Leary

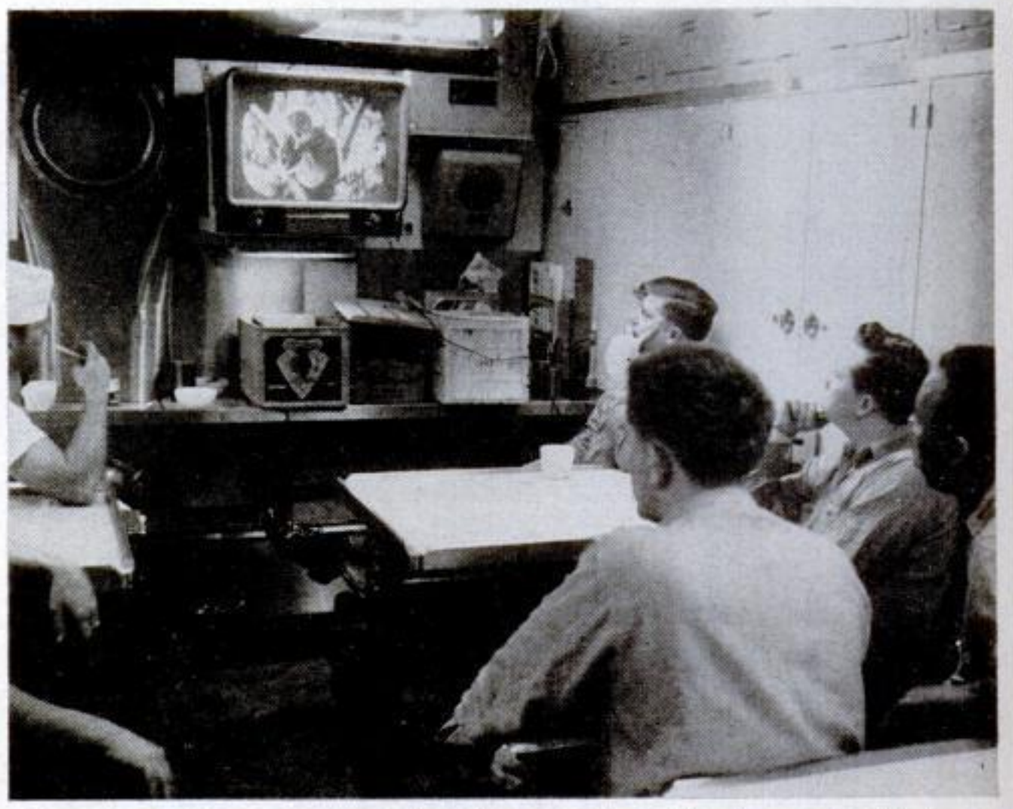
Creator of world famous, medically recommended **COVERMARK**; new **L.O.L.** Lotion for troubled skins; ColorLes **FINISHING POWDER** that will keep your foundation from changing color.
Lydia O'Leary, Inc., 41 East 57th Street, New York 22, N. Y.



In the officer's wardroom Admiral Hyman Rickover, the sub's developer, explains workings of her reactor system. Though some of us were worried we might suffer from radioactivity, he assured us with a wisecrack, "There is more gamma ray penetration in the Pentagon than here." Standing at center is the skipper, Commander Wilkinson, who chimes in enthusiastically, "Boy, we just haven't had any trouble. This ship is causing a revolution in warfare. She can outrun any ship in the world."



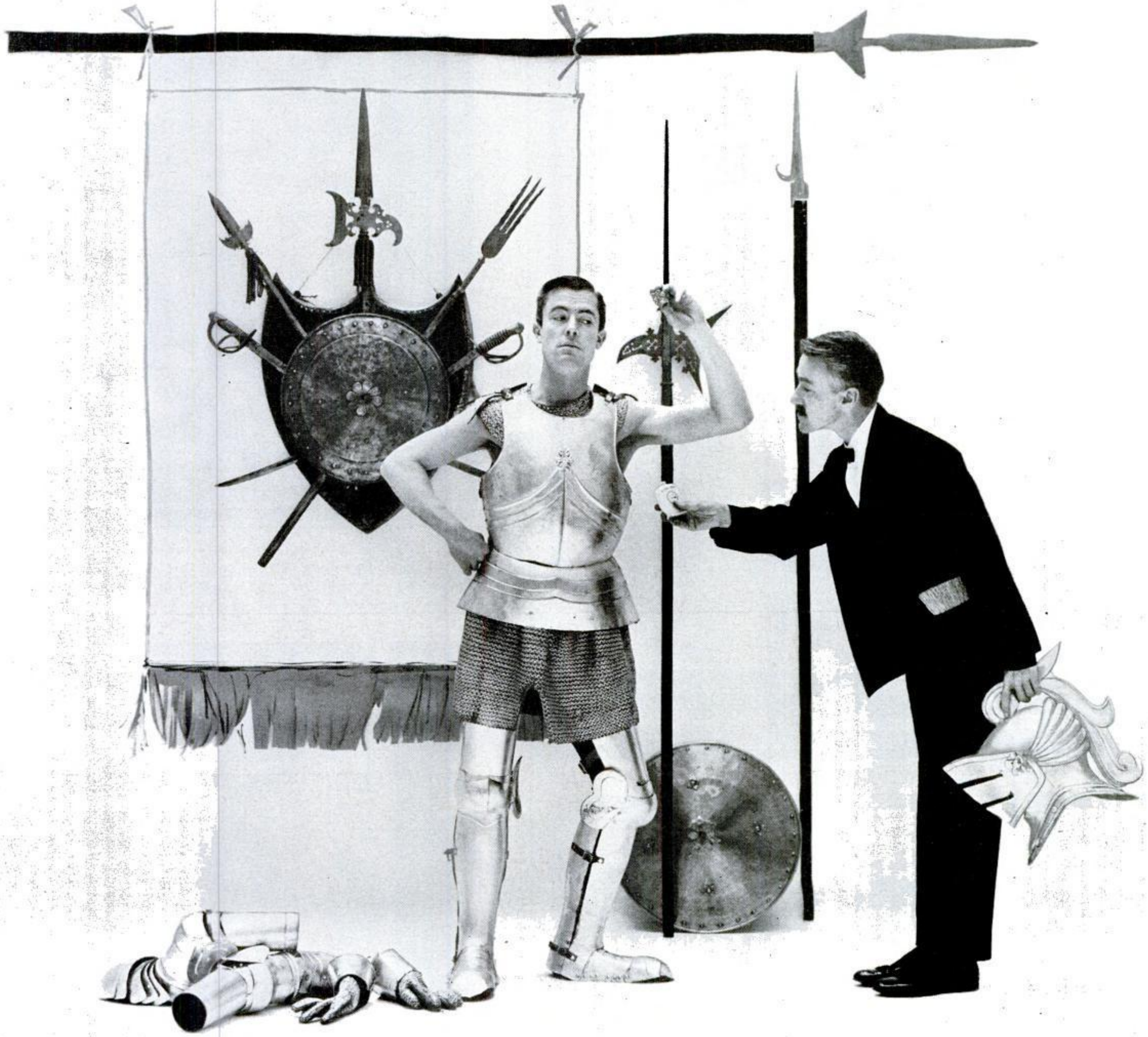
One man at the controls, with an officer supervising over his shoulder, is able to steer the sub under water. I later sat at this seat with other men on my right and left to help me out, which would be normal in combat. The sub handled like a jet airplane and she reacted so swiftly to my movements that I was afraid I might twist her up too far. But the commander corrected me and I pulled her up more steeply. "That's fine," Wilkinson said, as she swerved gracefully like a fish.



Crewmen in their mess watch a show on their television set which can pick up programs near the surface by using sub's radio antennas.

CONTINUED

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Be chivalrous–use Kings Men!

When you dress for any engagement, you'll feel safer *longer* after a fast spray of quick-drying KINGS MEN SPRAY DEODORANT. It's the most effective under-armor deodorant you can use. 3¼-oz. plastic squeeze bottle. . . . $1.25*

KINGS MEN PRE-ELECTRIC SHAVE is a midsummer knight's dream. Dries perspiration with a special formula that stands each whisker at attention so your electric shaver can remove it faster and cleaner. 3½-oz. flagon, KINGS MEN PRE-ELECTRIC SHAVE. . . . $1

KINGS MEN TWOSOME
After Shave Lotion and Luxury Talc
*2-pc. set in the Golden Gift Box. $1.90**

KINGS MEN®

Traditionally the finest in masculine grooming



© 1956

also in Knight's Head packages:
*After Shave Lotion, 3½-oz. $1.00**
Luxury Shave (aerosol) 6-oz. $1.00
*Thistle & Plaid Cologne, 3½-oz. $1.10**

**plus federal tax*

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BLUE BELL clothes



Matching sets in sturdy, Sanforized cottons. Shirts, **$2.98—$4.98.** Pants, **$3.49—$5.98**

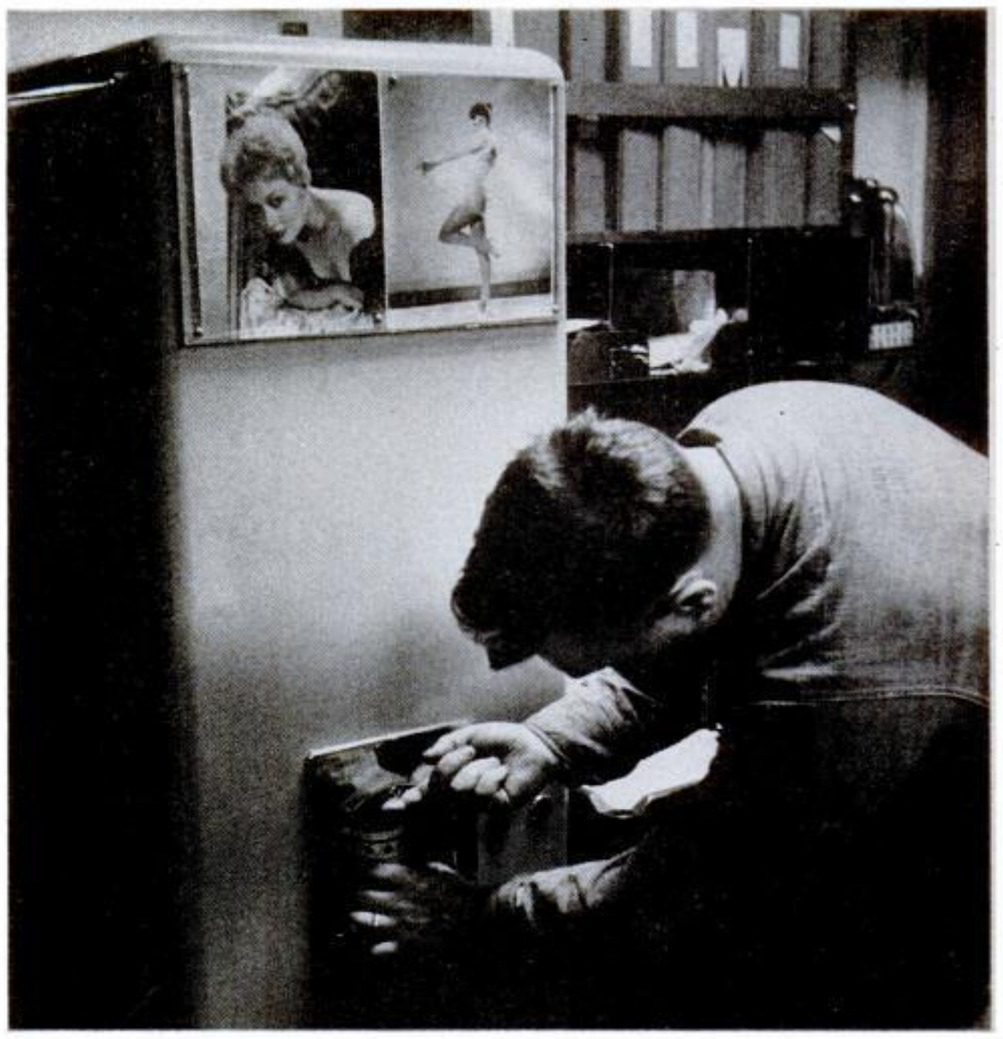
so long-wearing · so low-priced · so right for all the family

Blue Bell, Inc., Empire State Bldg., New York 1, N.Y.

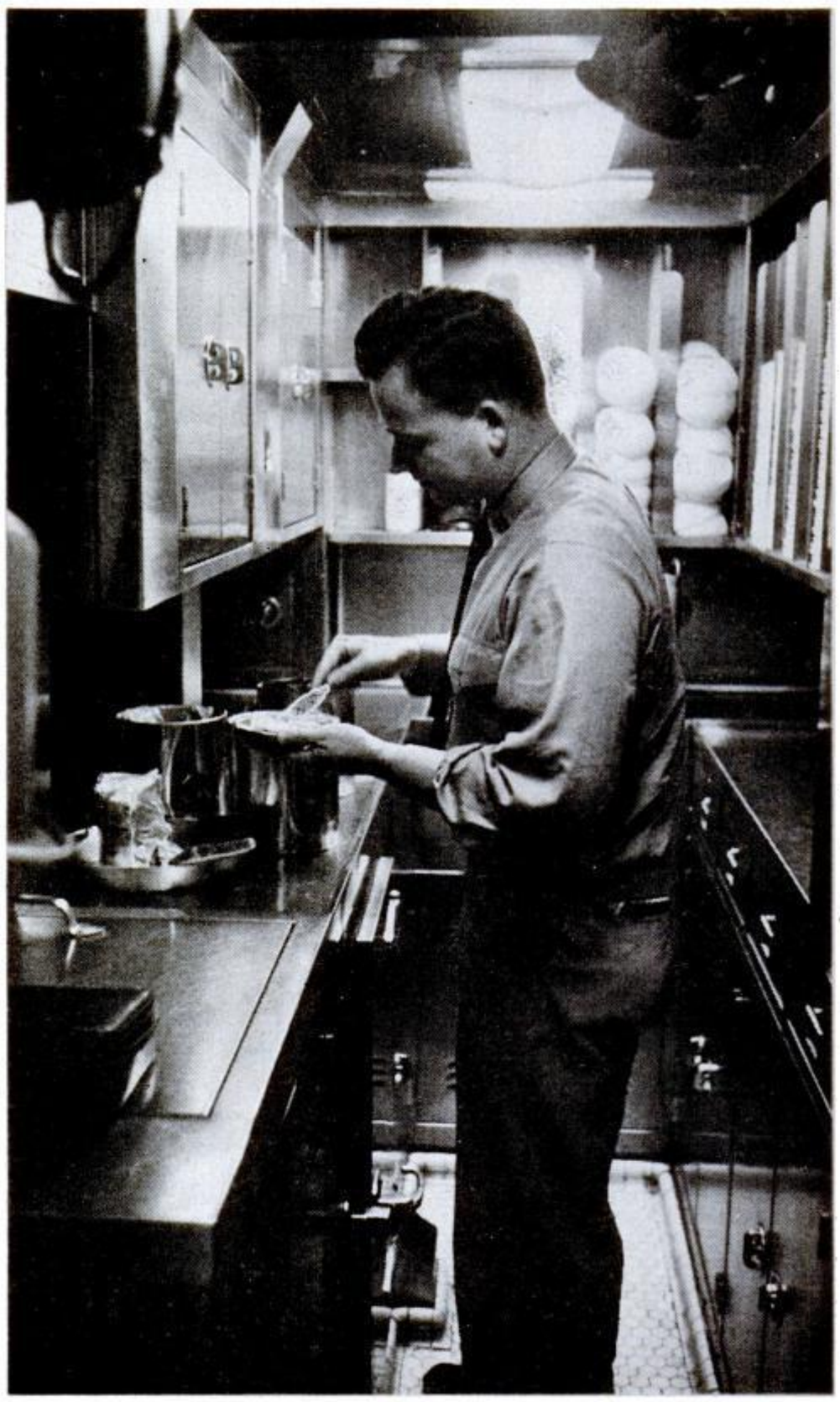
An advertisement of Monsanto . . . Where Creative Chemistry Works Wonders for You



LOVE WOOD? You'll love Monsanto's *Rez.* Colors wood, won't hide grain. Outside, *Rez* handsomely protects; inside, brings beauty *in depth* to wood paneling, cabinetry. For color booklet showing the 13 *Rez* fashion colors, write: *Rez*, Box 291, St. Louis, Mo.



At the only Coke machine on any U.S. sub a sailor grabs a cupful as the Nautilus moves along 400 feet under the Atlantic. Sub also has jukebox which plays six records for 5¢. Music can be heard all over the ship and jukebox proceeds go to buy new records.



In the galley, which turns out meals for all hands, a crewman makes a snack. Galley is always open for men who come off shift hungry.

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This is the one that's delicious for drinking!



AMAZING MILK DISCOVERY

Carnation – the "Magic Crystals" Instant

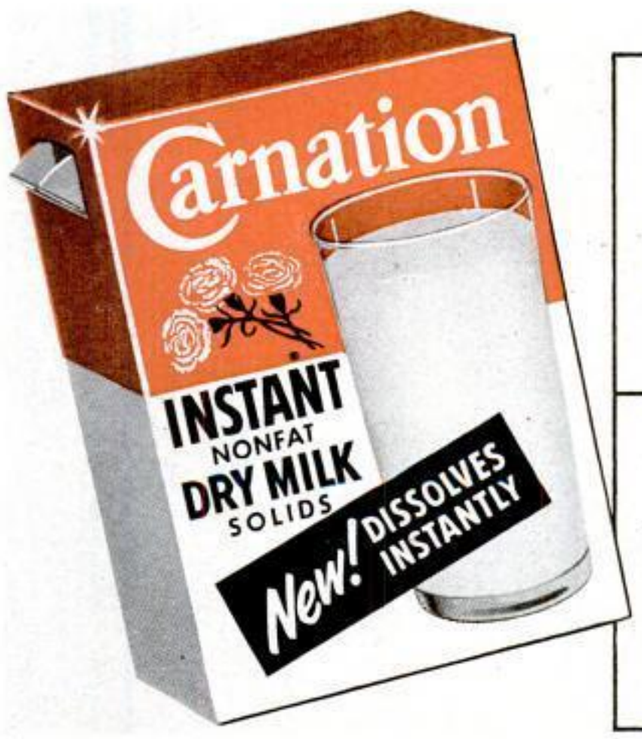
FASTEST MIXING, TOO!—There is no other like new Carnation Instant – the one and only Magic Crystals milk discovery.

MAGIC CRYSTALS burst into delicious, fresh-flavor nonfat milk instantly, with just a light stir of the spoon—even in ice-cold water. No shaking, no lumps, no foam.

FRESH MILK FLAVOR, ALWAYS HANDY... Carnation Instant brings you true, fresh milk flavor sealed in Magic Crystals. *You* unlock the fresh flavor *each time.*

READY TO DRINK immediately after mixing... or for cereals or for *any* milk cookery. No special recipes are needed.

ALL THE PROTEIN, CALCIUM AND B-VITAMINS OF FRESH WHOLE MILK...and you can make it even *richer!* A single extra heaping tablespoon of amazing Magic Crystals per glass gives the family 25% more of these wonderful values. Plus a rich flavor everyone loves!



Best every way—prove it yourself!

CARNATION MAGIC CRYSTALS MIX INSTANTLY

Photograph shows Magic Crystals mix instantly and completely, with only a light stir—even in ice-cold water!



CARNATION MAGIC CRYSTALS DO NOT CAKE

Exposed to moist air, other types cake, harden. Magic Crystals stay fresh, free-flowing, even in dampest weather.



SAVES 1/2 ON MILK BILLS—for Drinking, Cooking, Baking

In convenient 3-quart and economical 8-quart sizes. Look for the easy-pour spout.

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your lips come alive with

LIVING COLORS

by TANGEE



EXCLUSIVE LANACHROME keeps Living Colors glowing, without a trace of greasiness, all day long. No drying, no cracking; lips stay moist, soft, lustrous.

$1.25 plus tax

Other sizes: 59¢, 29¢, 15¢ each plus tax

You've never imagined colors like these . . . ten intense, new Tangee shades, each exciting and challenging in its own special way. You'll love the things Living Colors say on your lips . . . you'll love the way they *keep* saying them, brilliantly, through the day and through the evening.

TANGEE the MIRACLE MAKE-UP. It's a foundation . . . or a complete make-up in itself! Gives your complexion radiant natural beauty. Covers blemishes instantly; never greasy or mask-like. 6 flattering shades.

Tangee brings Living Colors to your lips with these 10 shades:

PINK QUEEN RHAPSODY IN PINK GAY RED MEDIUM RED PRETTY PLEASE
RED MAJESTY RED RED BRIGHT 'N CLEAR THEATRICAL RED NATURAL



39¢ plus tax

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Picoti



Picota



Lève la queue



Et puis s'en va



PUPILS IMITATE MRS. SLACK'S TV GESTURES AS THEY ALL JOIN IN A FRENCH SONG

A Foreign Language for First-Graders

Though they are only first-graders, the students above are doing their French lesson—with the help of TV. In their classroom at Paige Elementary School in Schenectady, N.Y. they follow Anne Slack on Station WRGB as she acts out the phrases she sings. At left and on the screen above she sings a French song, *Picoti—Picota*, about a hen pecking bread who lifts its tail ("*lève la queue*") and then goes away ("*et puis s'en va*"). At right, first-grader Jeffrey Codding follows her.

Mrs. Slack's Monday program, *Fun with French*, is aimed at first- to sixth-graders, teaching by songs and conversation about everyday subjects. This new hearing-speaking method—"aural-oral," teachers call it —is coming into wide use in public schools. Though few use TV, over 270,000 elementary pupils are learning languages from Italian to Japanese.



Picoti



Picota



Lève la queue



Et puis s'en va

CONTINUED 151

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DANDRUFF— FALLING HAIR

. . . may be "the beginning of baldness."

We can't prevent baldness, nor do we believe anyone can. But if you have dandruff, any dermatologist will tell you to follow a suitable program of scalp care.

Dandruff commonly arises from a disease of the scalp called *seborrhea*. This may be caused by a tiny parasite called the *Spore of Malassez*. Usually, seborrhea progresses through three stages:

1. *Dry white scales* flake off your scalp, drop to your shoulders.

2. *Moist, sticky scales* appear on scalp. In many cases, hairs begin to die before fully grown.

3. "*Choking*" *of hair roots* with fatty substance produced by glands, plus dead cells and dirt, may occur in hair follicles. Result is increasingly "thin" hair, often *baldness*.

A scalp hygiene program: the Kreml Method

Kreml Hair Tonic now contains a revolutionary new antiseptic ingredient that actually *kills on contact* the Spores of Malassez commonly believed to cause dandruff.

Tonight, shake Kreml *generously* on to your head. Massage your scalp . . . then apply your favorite shampoo. Work up a thick lather—*without putting any water on your head*. You will find that the lather comes easily if you have used enough Kreml.

Tomorrow morning—and every morning: Shake on Kreml Hair Tonic—rub it into your hair and scalp—and comb your hair in place.

Money-back offer

Try the Kreml Method faithfully. If not completely satisfied, send Kreml label to J. B. Williams Co., Glastonbury, Conn. Tell us what you paid—we will gladly refund your money.

Get a bottle of Kreml Hair Tonic today. At drug counters everywhere—no Federal excise tax. See how quickly the Kreml Method makes your head *feel* and *look* better!

KREML HAIR TONIC

STOPS BUGS FROM BITING YOU! 98¢ 5 OZ. CAN

Sprayway X-M INSECT REPELLENT

Repels FLIES MOSQUITOES, CHIGGERS AND TICKS

TRU-PINE COMPANY, ● CHICAGO 20, ILL.

When CORN PAIN makes "YOUR DOGS BARK"

Get fast relief with Gets-It. Dissolves even toughest corns quickly. Easy-to-apply medicated liquid brings painless, safe, relief. "Get that corn" with Gets-It Liquid Corn Remover. Get Gets-It today. 35c.

GETS-IT LIQUID CORN REMOVER

SAXON

"America's Most Popular Trousers"

FOR THE FINEST STYLES and BEST VALUES IN MEN'S SLACKS SEE YOUR SAXON DEALER!
Write box 951-A, Scranton, Pa. for your FREE copy of "THE HOUR GLASS".

Lackawanna Pants Mfg. Co. SCRANTON, PA. NEW YORK AND ABERDEEN, MISS.

KILLS FLEAS FAST

Ace FLEACOLLAR

write for FREE BOOKLET

• No Fuss . . . No Muss
• So easy to put on
• Works 24 hrs. a day

AT PET SHOPS . . . 5 & 10's
39¢ FOR CATS 49¢ FOR DOGS
MONEY BACK GUARANTEE

Dept. L-1 FLEACOLLAR Box 236 Rochester, N.Y.

"I'm 101 years old



This photo taken Feb., 1956

. . . and here's why I've lived so long!"

"I've always lived on fruits and vegetables," reveals Phoebe Holmes, Los Angeles, Calif. "So I say—enjoy the fruits of nature—and you'll enjoy the fruits of long life!"

"Think right, eat right, live right," says Mrs. Holmes. And that's easier done when you're free from pain. So it's good to realize that through the years, Sloan's has made life a little easier for millions plagued by the pain of arthritis, rheumatism, muscular soreness. Today, there *still* isn't a more up-to-date liniment! Sloan's is all heat-producing liniment—not diluted with alcohol. Penetrates *full-strength* and gets at the pain good and quick. Ask your doctor!

SLOAN'S *CHASES* PAIN!

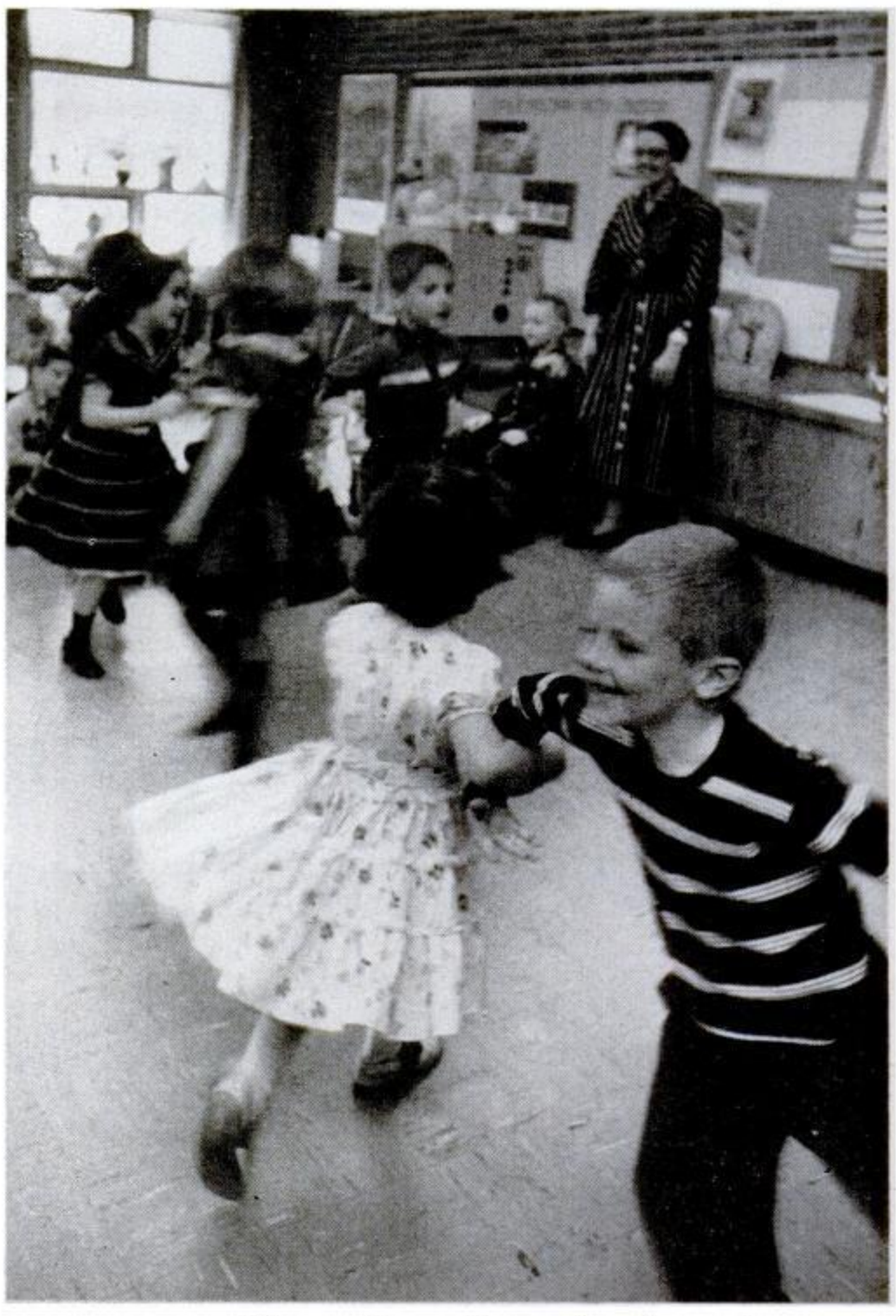
LINIMENT or BALM *wonder-working relief for young folks from 10 to 110.*

SONG AND DANCE LESSON



'Levez le pied gauche'

DANCE IN TV STUDIO is done by Mrs. Slack who tells pupils to "lift the left foot." After studio class did dance, TV pupils in schoolroom followed.



'L'on y danse, l'on y danse'

COUPLES IN CLASSROOM whirl to the Avignon bridge song ("everyone dances on it, everyone dances on it") as classroom teacher Murphy watches.

CONTINUED

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Royal Chi-net®

"Throw-Away" Plates



★ **they're molded for extra strength**

★ waterproofed and grease-resistant

★ gleaming china-white

★ perfect for both hot and cold foods



Be Wise-Buy

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Unlike ordinary paper plates, Royal Chi-nets never wilt or get soggy. They hold a man-size meal even with salad oils or gravies. The new Square Meal Trays have separate compartments for the food and a special one to carry the beverage. They're ideal for picnics, barbecues and TV dining in the home. Attractive Royal Chi-net plates are also available in blue plates and popular round sizes.

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Superb Quality
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Tailored
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Molle Brushless is a heavier, richer, lanolin-loaded cream. For tough beards you use it full strength. If it's too rich for your beard . . . tailor it . . . simply leave your face wetter when you apply Molle. Known everywhere as the world's smoothest, most comfortable shave.

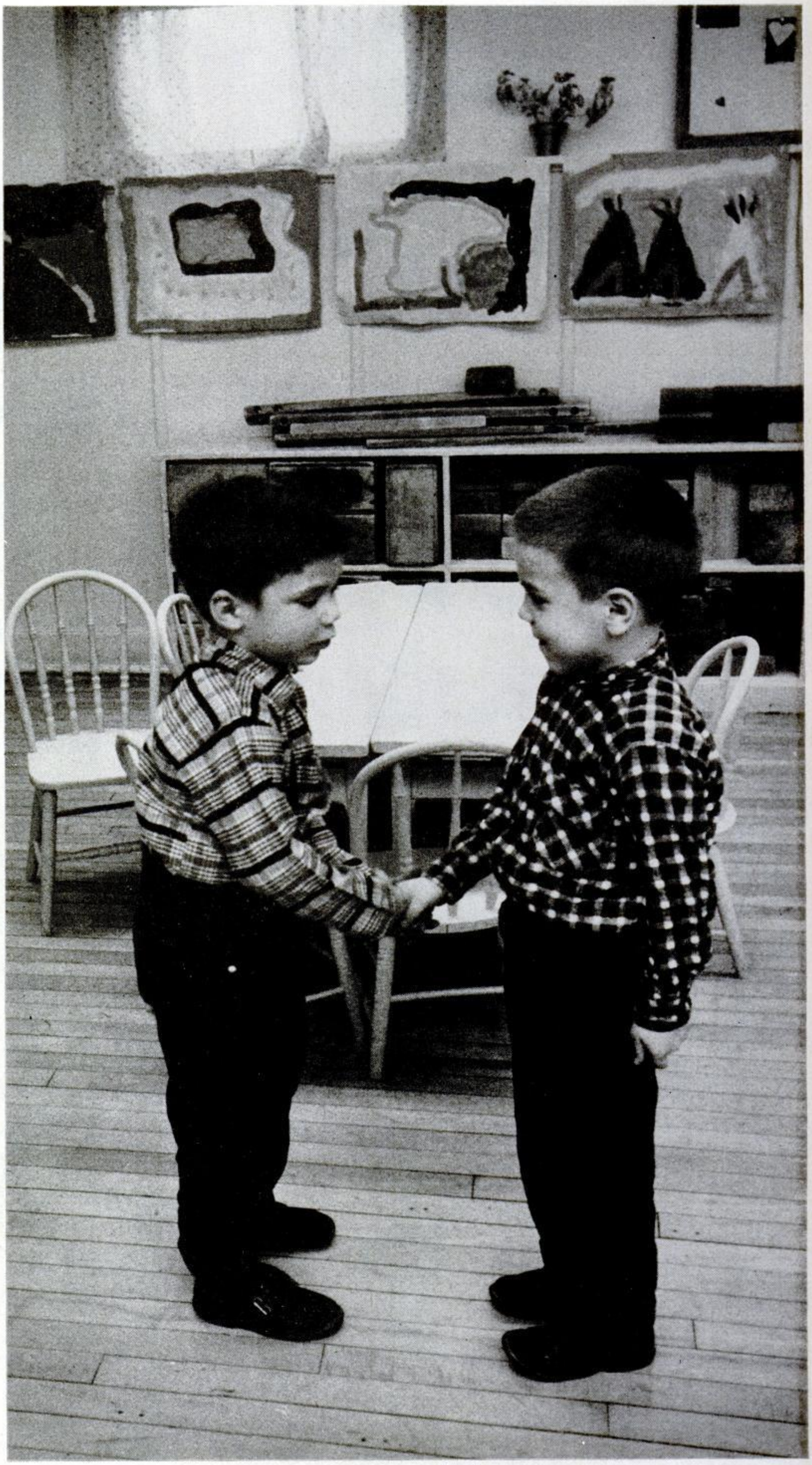


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FOR DELUXE
LATHER SHAVES

Molle Lather is the richer instant Brushless lather . . . because it's loaded with glycerin it stays moist, lets your razor glide smoothly. For tough beards use it full strength. If it's too rich for your beard . . . tailor it . . . simply leave your face wetter when you apply Molle. Gives you the fastest, most comfortable lather shave—a shave that lasts all day!

EITHER WAY
The world's Best shave
Same Price As
Ordinary Shave Creams

*Pronounced Mo-Lay



'Bonjour, Robert'

FRENCH GREETING is given Bobby Purdy (*right*) by Richard Meunier in kindergarten. This is afternoon class but most pupils watch Mrs. Slack on TV on Monday mornings, practice French on each other when they get to class.

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"I'm a private secretary. I love my job, but it sure made it hard for me to have a social life.



"That was—until we discovered the Voicewriter. I heard about it first, and wrote for the details.



"This was my problem . . . my boss tied me up so with dictation . . . I'd often have to work evenings.



"I had to postpone so many dates—I stopped making them in advance. Now . . . I rarely stay overtime.

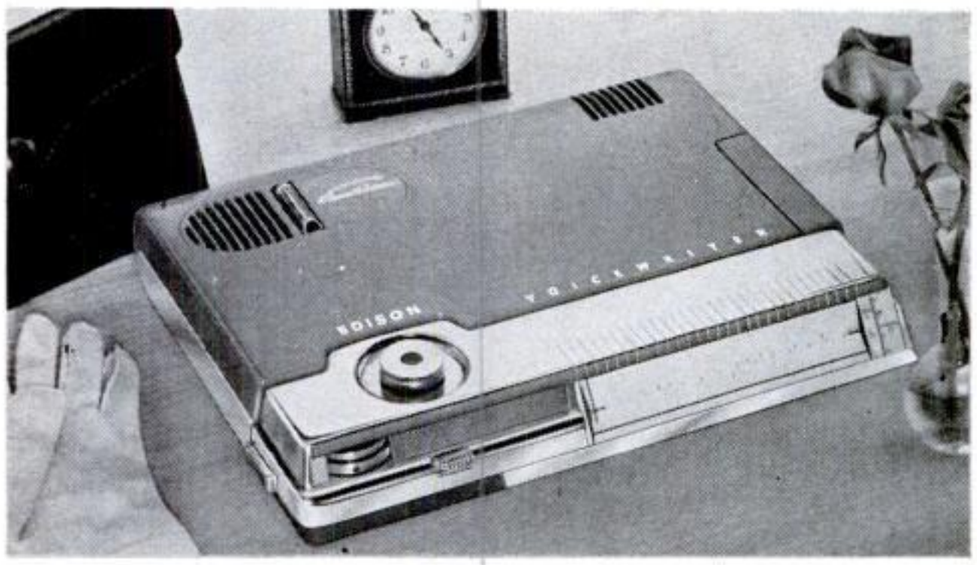


"While my boss dictates with the Voicewriter, I get other jobs out. I can organize my own day.



"Thanks to the Voicewriter—now I have time for the man in my life!"

Now! A life of her own— thanks to the **VOICEWRITER**



Edison Voicewriter Secretarial matches the trim Executive Voicewriter! Makes playing back memos, letters a breeze via 3-D Edisonic sound and new lighted "place finders." Its sleek design is another first from the company carrying on the high standards of Thomas A. Edison.

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. . .you've got to hand it to DAD!

Looks different, is different!..and wait till Dad feels the wonderful difference of electric shaving's first basic improvement in 22 years!

1. **BUILT TO SHAVE** according to your beard's natural growth —clumps and whorls disappear first time over.

2. **NO WHISKER PULL.** No soap and water fuss. Norelco's 12 revolving blades shave off whiskers with the same stroke as a barber's blade.

3. **NO SKIN IRRITATION.** No painful nicks, no matter how heavy your shaving touch. Norelco's silver-steel alloy blades g-i-v-e as you bear down.

4. **NO BREAK-IN PERIOD.** Norelco's skin-stretcher (no other shaver has one) upends each whisker, gives you skin-close, *comfortable* shaves from the start.

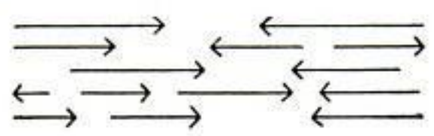
5. **NO REPAIR-SHOP** blues with Norelco! Lubricated for life. Self-sharpening blades. Self-starting brush motor.

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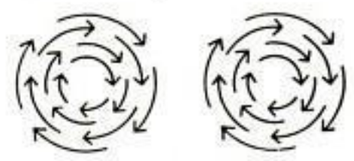
Ask about 15 day FREE home trial. Offered by most dealers. Norelco is sold at drug, jewelry, appliance and department stores.

Here's why Rotary Blades have made Norelco the largest-selling electric shaver in the world—fastest-growing shaver in the U. S.

All other shavers shave you like this: as if whiskers grew in rows, like corn.

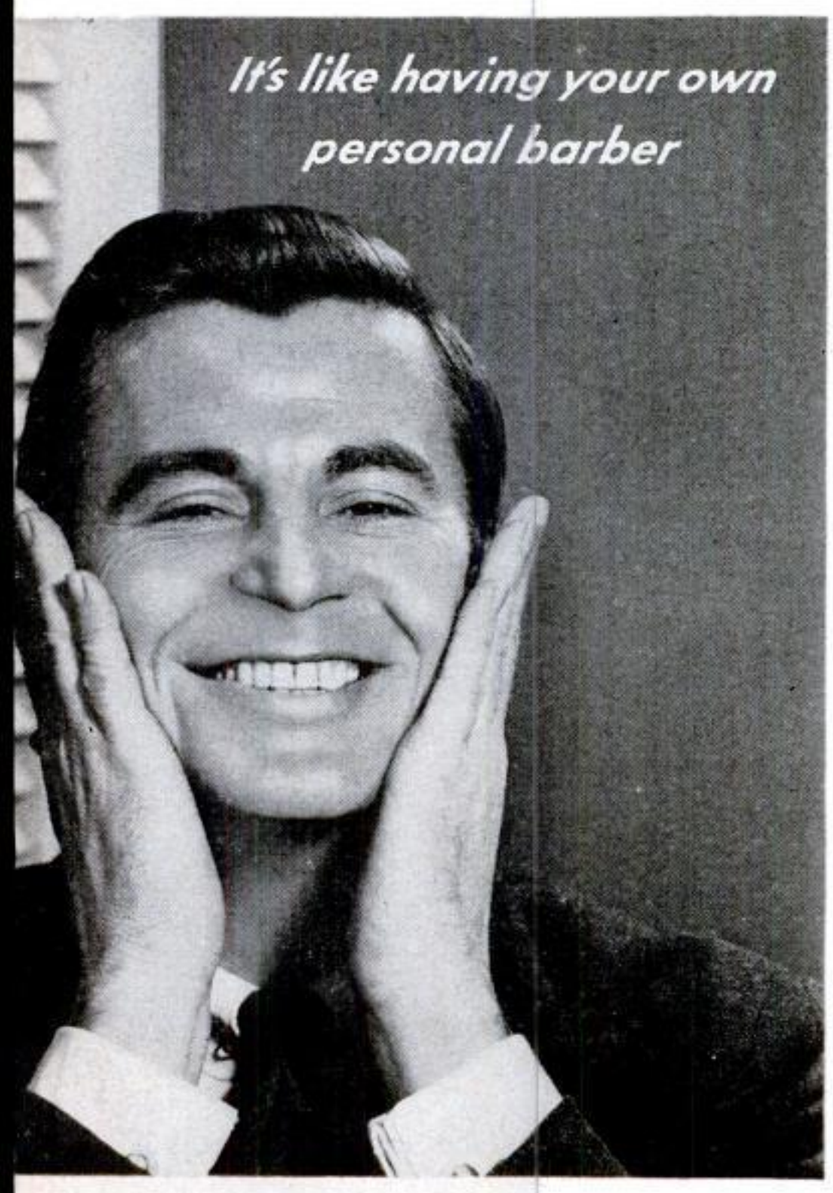


Only NORELCO shaves you like this: its rotary blades, set beneath stationary skin guards, shave you the way your whiskers *really* grow.



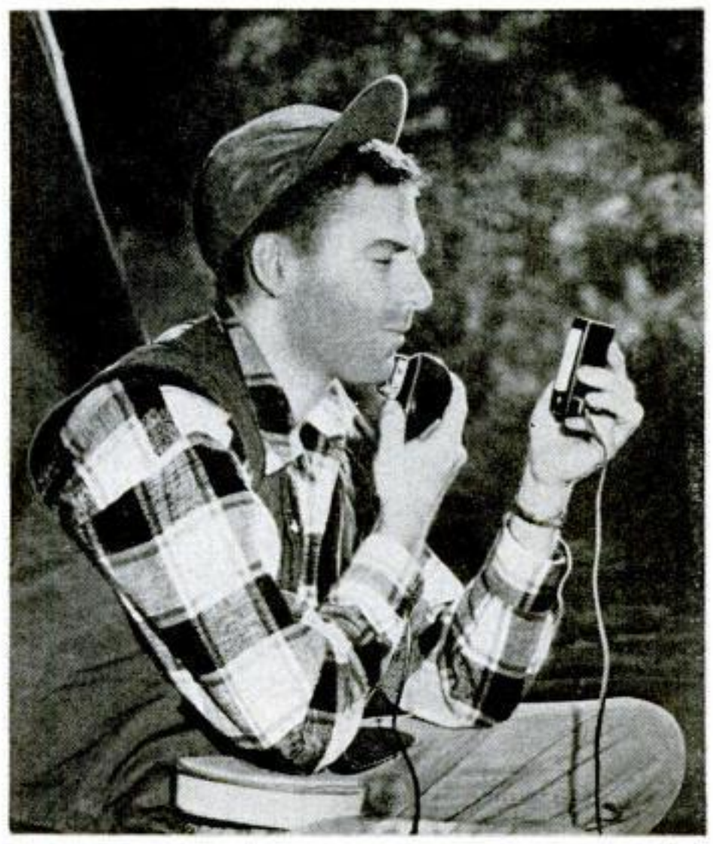
$24.95 AC/DC
Model SC7759
with travel case





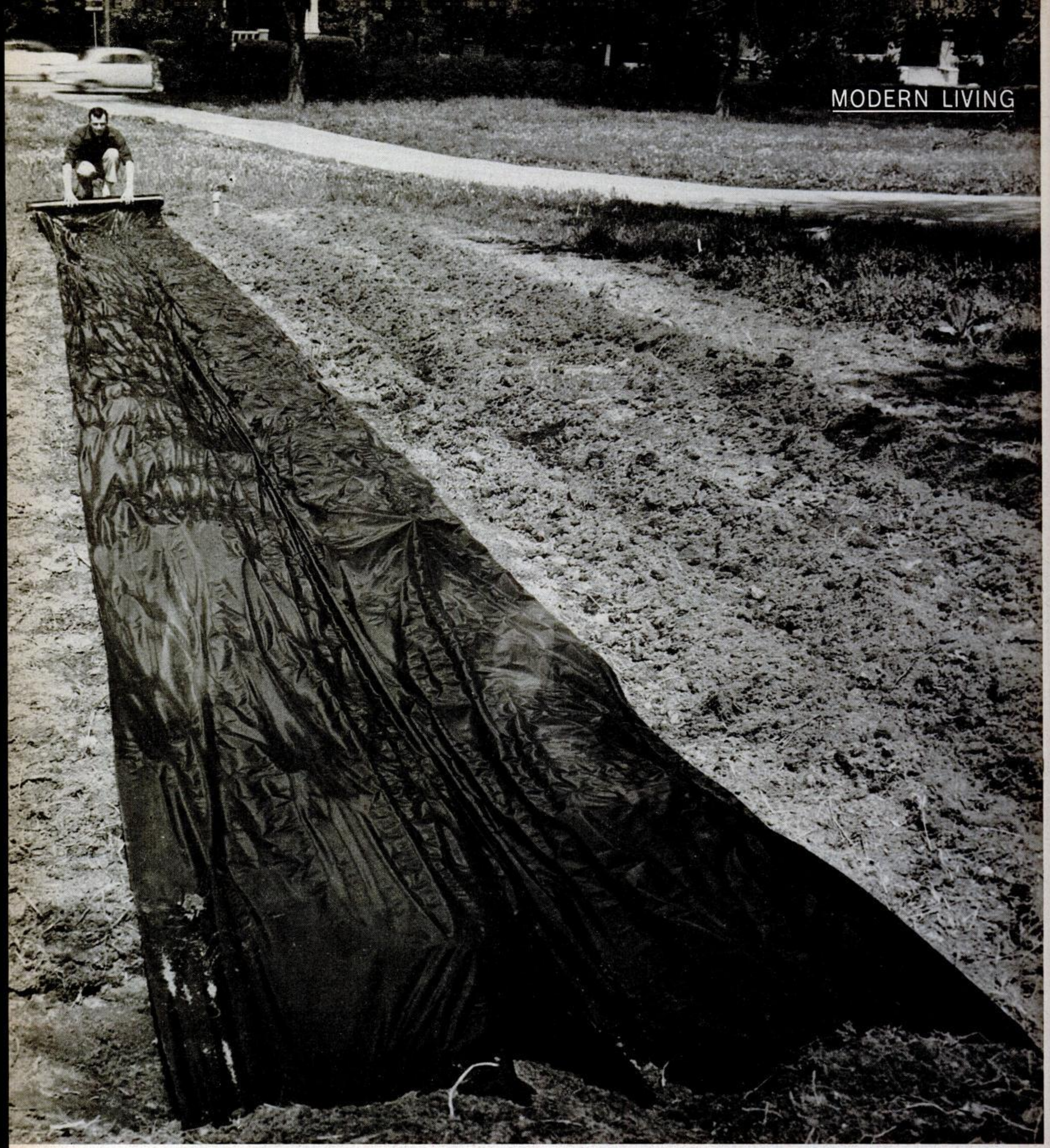


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NORELCO SPORTSMAN *Battery Shaver* for outdoor men, travelers, and servicemen. Works on flashlight batteries or car lighter. Model SC7750, with metal mirror, battery holder, travel case (less batteries) . . . **$29.95**

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SMOTHERING GARDEN WEEDS

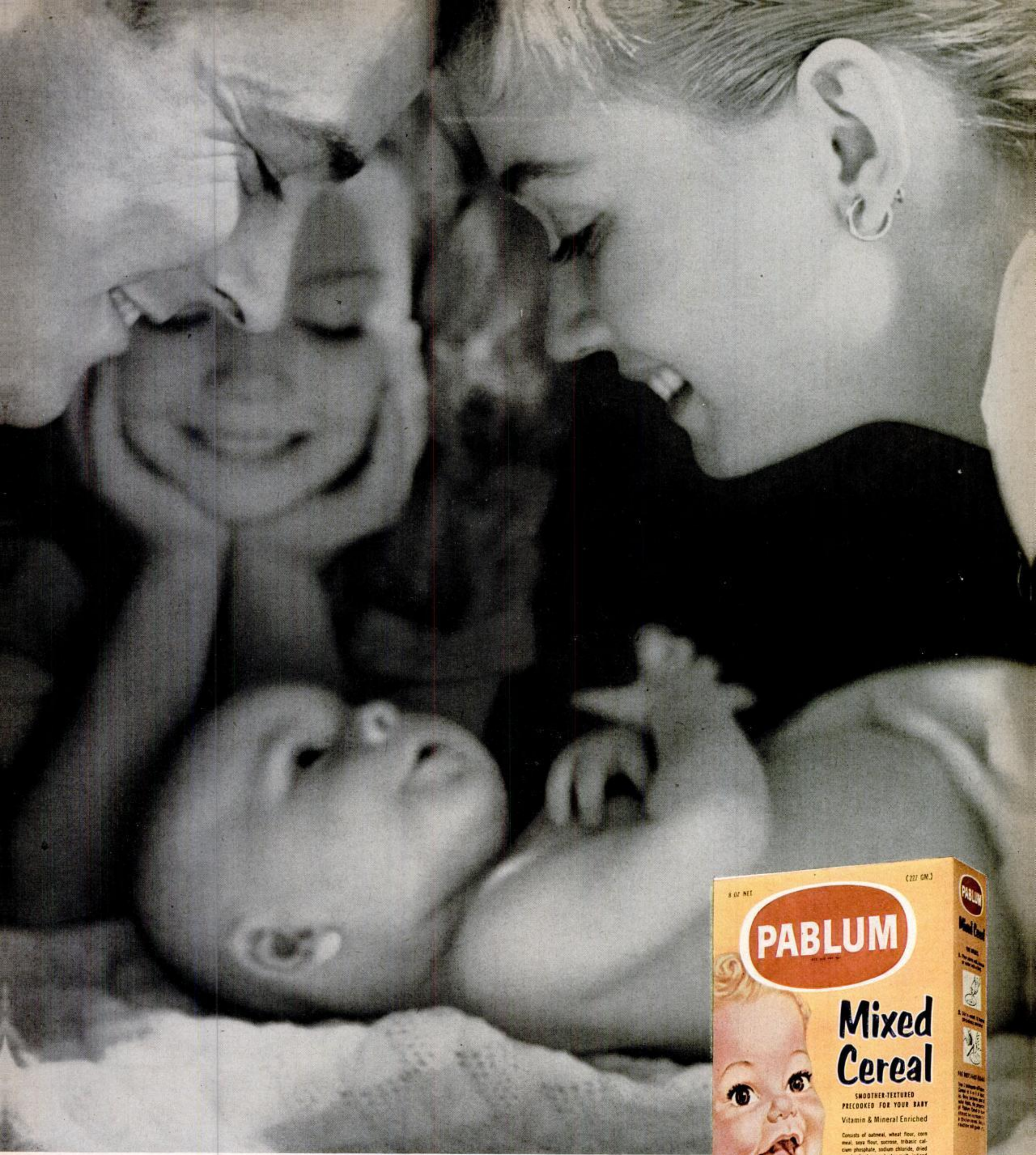
Plastic cover stops them dead

"If it flourishes it's a weed" is a saying that any gardener can underwrite. For years agronomists have hunted for a sure-fire way to discourage weeds while not injuring crops. After experimenting, the Kentucky Agricultural Station in Lexington, Ky. has found in Bakelite black polyethylene plastic the cheapest and most effective mulch they have ever tried. To cover a garden of 25x30 feet with plastic strips costs $5.50. The plastic costs ¾¢ a square foot, can be reused for at least four years.

In planting, the plastic is slit to accommodate plants (*p. 161*) or seeds. Since seeds have to push up through slits, small ones like carrot cannot be used—only large kinds like squash or corn. Though the plastic cover raises ground temperature considerably, it keeps the ground moisture from evaporating and plants do not wilt. The conservation of moisture also makes watering almost unnecessary. In specially dry spells water can be sprayed around the plants or in the rows where the strips of plastic join.

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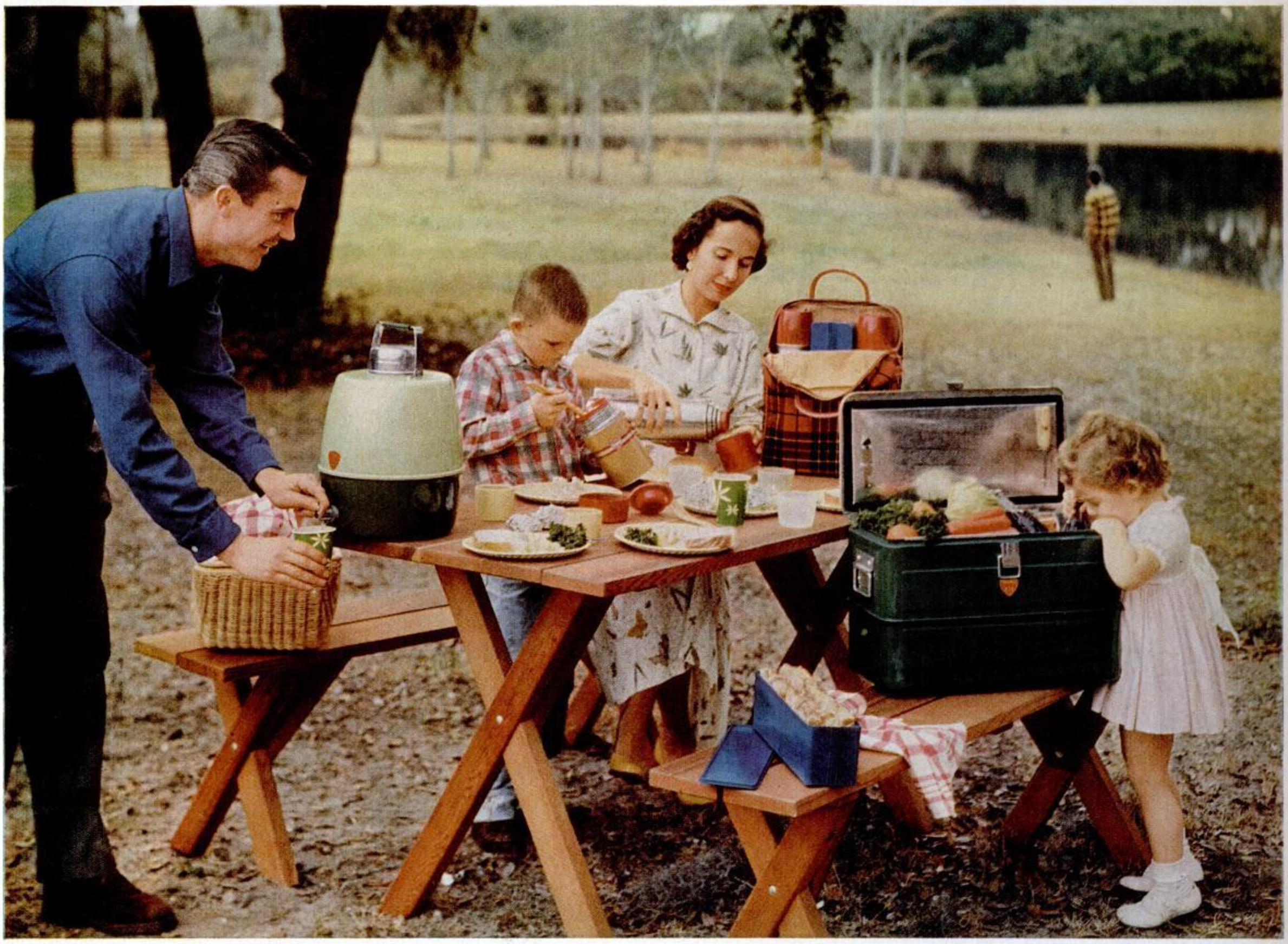


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'THERMOS' OUTING JUGS—
Two-tone green baked enamel finish; white porcelain acid-resistant enamel lining. 1 and 2 gallon sizes. Spout or faucet types. $6.25-$10.90.



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Introducing New, Handsome "Thermos" Outing Jugs and Ice Chests with Amazing Insulation that Holds...and Holds...Cold and Heat.

At last! The greatest name in vacuum ware now brings you a new line of outing jugs and ice chests—featuring an entirely new idea in insulation. Better still, you'll pay *but little more* than for those of inferior quality. Each is finished in two-tone green enamel...sturdily built with plated hardware...and contains an exclusive built-in insulation barrier for *highest* efficiency. Look for the name "THERMOS"...your guarantee of quality and workmanship.

New Exclusive Insulation—"Thermos" brand outing jugs and ice chests feature Low-K (minimum temperature change) insulation throughout for longer-lasting, more efficient results. Just what you need for those all-day family outings where the best insulation is a must.



Steel Case Bottles. For hot or cold liquids. Quart size, only $3.35.



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Double Purpose "Spoon Mouth". Use for semi-solids. Quart size $3.65.



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never a lukewarm sip—that's the beauty of

THERMOS
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vacuum ware

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Outing Kits. Two aluminum quart bottles, sandwich box. $13.95.

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Exclusive Polly Red Top® Insulated Stopper ...won't pop out, leak or absorb odors

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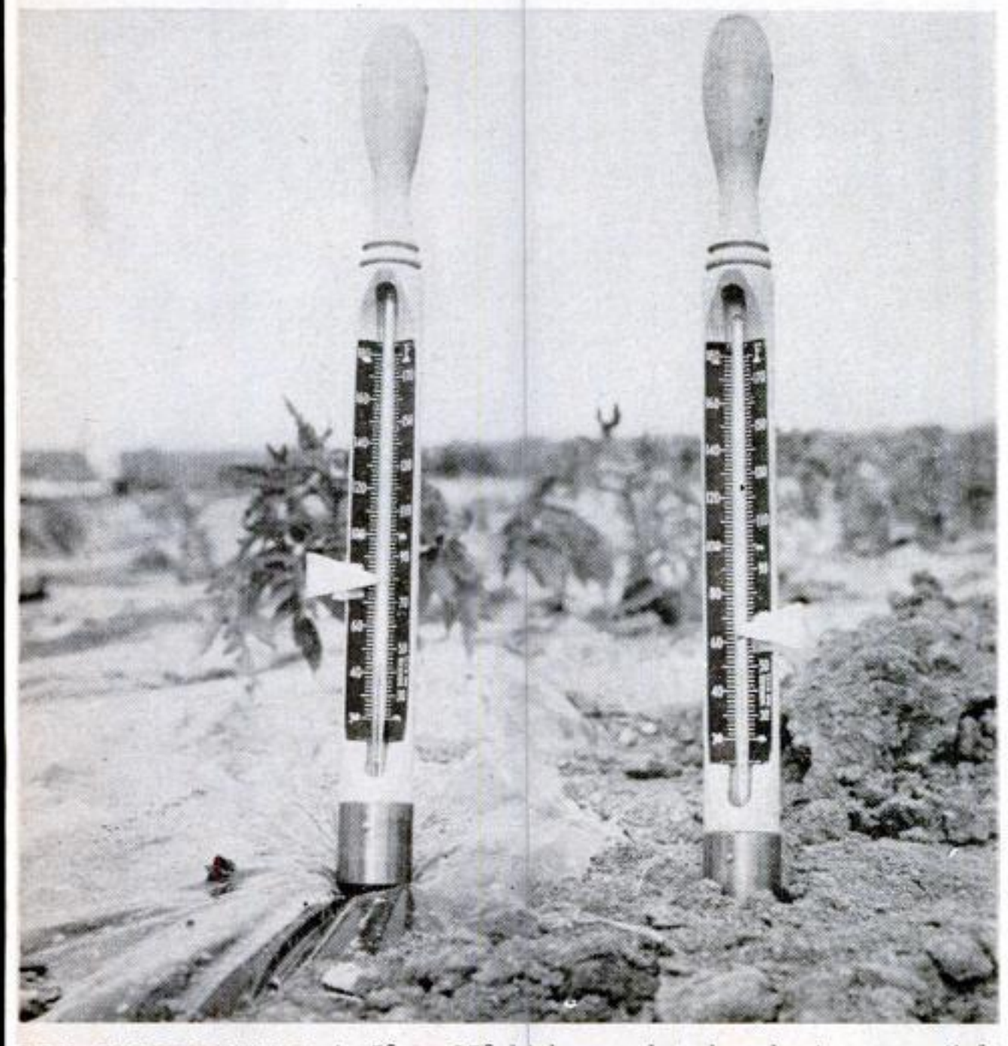
Smothering Weeds CONTINUED



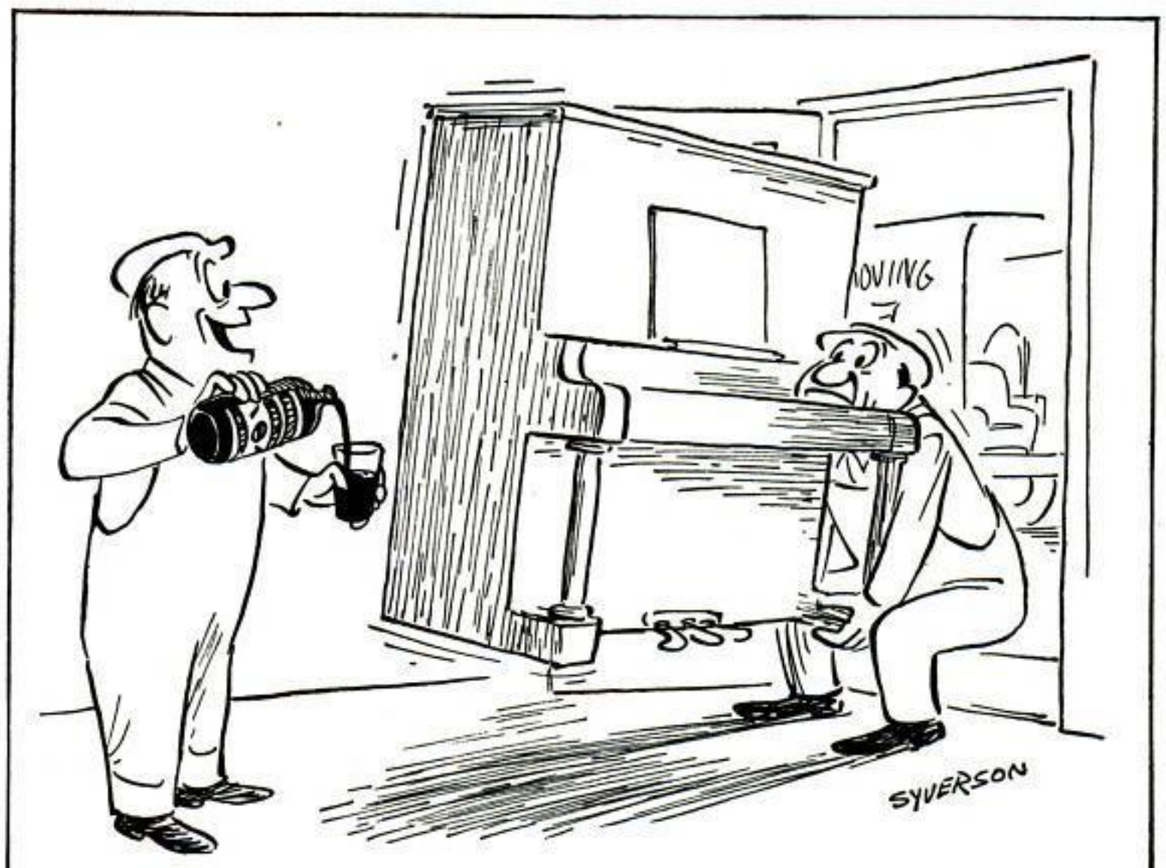
CUTTING SLITS in plastic with pocketknife, gardener makes place through which to plant. Plastic must first be spread over garden, anchored with dirt.



SETTING PLANTS is quickly done through the slits. Because the plastic is springy, edges of slits hurriedly encircle stems of plants and smother weeds.



SOIL TEMPERATURE is 5° to 15° higher under the plastic cover (*left*) than in the bare soil. This makes seeds germinate faster and plants grow faster.



"I never forget my morning Sunsweet"

"**Feel heavy?** Try a good-morning glass of the world's best prune juice... Sunsweet. *Only* Sunsweet has the *same amount* of natural laxative in every glass. Only one that tastes so great, too . . . because it's *pure* prune juice... never diluted, never sweetened. Naturally, Sunsweet out-sells all the others put together."



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For the Whitest Shoes!
If your dealer is out of stock, write:
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Here's the one-day cake that never gets left over

6 SERVINGS



CAKE MIX, FROSTING MIX, PAN RIGHT IN EACH PACKAGE

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. . . and center of attraction, is Filler's BAKON KRISP. From the first bowlful, these crisp crunchy morsels are a taste-tantalizing success. Five fabulous flavors everyone enjoys.



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BAKON KRISP
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SECOND IN LIFE'S SERIES ON DEMOCRATIC CANDIDATES

HOW STUMPING KEFAUVER STUMPS THE PROS

Faith that his touch with the people is the touch of destiny drives him on his backbreaking grind

by ROBERT COUGHLAN

THE U.S. senator's cordial smile faded and a look almost of pain crossed his face. "Oh, Kefauver," he said pensively, and tilted back in his chair. He said, "Well, I've known him for a long time. He's still an enigma to me. He's the most and the least. He's the best handshaker and the worst handshaker. He sticks that big paw of his out like an Indian club and gives a little pump or two and half the time he's looking out somewhere in left field. *But* evidently it does something to people—some kind of a charge comes through. He's the best speaker and the worst speaker. He mumbles and he stammers and he loses his place and backtracks. If I ever made a talk like that I'd think I ought to get out of politics. *But* the audience sits there on the edge of their chairs just pulling for him to get over the hurdle and on to the point. They're mentally *helping* him.

"He's an introvert-extrovert," the senator went on, warming to his topic. "He's the shy, silent type who can't stand not to be around people. He's a modest kind of fellow with an ego as big as a barrel. He wants advice, he'll always listen to you politely—and then do exactly what he wants to. He's high pressure-low pressure. He talks slow, he moves slow and he seems to think slow. *But* he can cover more ground in a campaign than anybody I ever heard of. He's the best politician and the worst. He knows how to get voters to vote for him but so far he hasn't got a single senator supporting him, not a single governor, and only a few members of the House. So what if he does come into the convention with a lot of delegates from those primaries—where's he going to pick up strength on the second or third ballot? He's been too busy running for President to make the right impression on a lot of people who count. It looks like 1952 all over again." The senator waved his arms in a gesture of half-amused puzzlement.

"*But* he must think he knows what he's doing," he went on. "He has a good mind, a keen wit, he's a good lawyer. He's well grounded on information and history. He's taken some very courageous positions on issues, especially on civil rights and desegregation. There's no doubt that he's a sincere liberal, and his record puts him way over to the left in the Democratic party. *But* he doesn't stop to think of practicalities. He's all for the Big Idea and let's work it out later. Of course, working things out—things like the farm bill—is dull, hard, and tedious and not spectacular. Estes prefers the showy projects. The crime hearings, juvenile delinquency. Something to keep him in front of the public. A lot of people have felt he was just using his Senate seat as a way-station to help him to the White House.

"What kind of a President would he make? He has a great talent for putting himself in the underdog position. He's always the champion of the 'little man' against the 'interests' and he likes to protect the voter against the wicked politicians who are cooking things up in some smoke-filled room and fixing to betray him." The senator threw his head back in loud, sardonic mirth. "So it's hard to picture him as the top dog. But I expect he'd get along all right. The power and position would make him responsible. That's been the history of American politics. The party doesn't want him, the leaders have no use for him, but they'd close ranks behind him if they had to. *Only* if they had to.

"I'm afraid I haven't helped," the senator said, rising and shaking his head as if to clear it of mental cobwebs. "I've been inexact, diffuse and disconnected. But that's the effect he has on me. I'll tell you one thing, though. Don't underestimate him. Whatever he's got, it works with voters. You'd better go and watch it. And if you figure out what it is—don't forget to let *me* know!"

THE big tourist class DC-6 rolled up to the apron at the Washington airport, discharged a few sleepy passengers, and lay silent. Inside, passengers for the South sprawled anonymously in the attitudes of drowsy half-sleep. It was past one in the morning.

Down below at the loading gate Richard Wallace, executive assistant in the Kefauver office, stood talking with the ticket-taker. Now and again he looked back over his shoulder in a worried way. Then he came: the tall, lanky, slightly round-shouldered man, with solemn face and a long and yet languorous stride. He and Wallace climbed on and found seats. Kefauver waved a hand at several reporters who had come aboard to cover the next few days of his campaign. Then he took off his shoes and put on soft slippers, tilted his seat back, slipped a black eye-mask on, and settled comfortably. "He'll be asleep in a few minutes," Wallace remarked. "He can relax anyplace. That's the way he can keep going. He was holding a hearing a while back and one of his staff got mad at a witness and was getting all worked up. Estes was sitting watching and sent up a note. The guy opened it and read, 'Be a bundle of calm like me.' "

The plane took off, circled to find its course, and leveled to a steady drone through the night. One of Kefauver's long legs, with its slippered foot, curled around the base of the seat ahead and lay log-like at the side of the narrow aisle. The stewardess considerately stepped over it as she made her rounds.

There had been New Hampshire, Wisconsin, Minnesota, Indiana, Alabama, Virginia, North Carolina, California, Florida, Tennessee, Michigan, Illinois, Nebraska, Iowa, New Mexico, Arizona, Massachusetts, Rhode Island, New Jersey, New York. Three months of moving, speaking, handshaking, smiling, looking for votes. Sleeping only now and then. And now back to Florida again. Running as hard as flesh and bone allowed—running, his own party's leaders earnestly hoped and most political observers still believed, to nowhere.

There was the story that four years earlier, in New Hampshire, he had stopped in at a roadside diner for a snack and greeted the counterman with, "I'm Estes Kefauver and I'm running for President. I'd appreciate your vote."

"President of what?" the counterman asked.

"President of the United States."

The counterman looked him over in astonishment, turned and yelled toward the back room, "Hey, Ma, here's a guy says he's running for President—and he ain't kidding!"

Now he lay inert, the rawboned face smoothed by sleep, the big hands limp in his lap; emphatically still running, emphatically still not kidding. It was still surprising, and the implicit question still remained, "Why? What brings him here, against such odds, on this self-inflicted ordeal?"

He describes himself in *Who's Who in America* as:

> Kefauver, Estes (key-faw-ver), U.S. senator; b. Madisonville, Tenn., July 26, 1903; s. Robert Cooke and Phredonia (Estes) K; A.B., U. of Tenn., 1924; LL.B., Yale, 1927; m. Nancy Patterson Pigott, Aug. 8, 1935; children—Eleanor, David, Diane, Gail. Admitted to Tenn. bar, 1926; mem. Kefauver, Duggan & Miller, Chattanooga, Tenn.; commissioner of finance and taxation, State of Tenn., Jan.-May 1939; member 76th to 80th Congresses (1939–49), 3rd Tennessee District; mem. Committee on The Judiciary. U.S. senator Tennessee for term ending 1960; mem. Senate Judiciary Com., senate com. Armed Services. Received "Most outstanding young citizen" award from Jr. Chamber of Commerce, 1937. Mem. Am. Political Science Association (vice president), Am., Tenn. State and Chattanooga bar assns., Kappa Sigma, Phi Delta Phi. Democrat, Baptist. Club: Rotary. Author: Crime in America. Co-author: 20th Century Congress. Home: Lookout Mountain, Chattanooga, Tenn.; 4848 Upton St. N.W., Washington. Office: Federal Bldg., Chattanooga, Tenn., and Senate Office Bldg., Washington.

← SPEAKING WHEREVER HE FINDS A CROWD, KEFAUVER REPEATS HIS APPEAL FOR VOTES IN A CALIFORNIA TOWN

CONTINUED

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The basic facts seemed to supply little nourishment for the biggest dream in the world. But beyond and even apart from the facts, of course, lay a living personality. Who was he? What was in the farther background?

He had been christened "Carey Estes" but dropped the too-alliterative first name. The "Estes," his mother's name, was the anglicized form of D'Este, and her father was descended remotely from the D'Este family who adorned the political and artistic history of Renaissance Italy. The American branch settled early in Virginia and contributed three soldiers to the Revolution.

"Kefauver," a troublesome name politically because of its obscure pronunciation (President Truman, who disliked the senator in 1952, sometimes referred to him as "Senator Cow Fever"), is a French version of the original German "Kefober." The American line started when two French Huguenot brothers left Alsace-Lorraine about 1750 and settled in Maryland. The Rev. J. P. Kefauver came to Madisonville from Virginia in 1861 to fill the pulpit of the First Baptist Church there. He was Estes' paternal grandfather, a circuit-riding, hellfire-and-brimstone preacher who is remembered for the force of his character and the length of his sermons. Phredonia Estes came to visit a cousin who had married one of "Elder" Kefauver's sons, and stayed to marry the younger son, Robert Cooke Kefauver. Phredonia and Cooke, as he was known, had three girls and two boys. The older boy was Robert and the other, two years younger, was Estes.



UNSCHEDULED HALT on a Kefauver campaign dash through California was caused by a trooper who gave the senator's driver a ticket for racing to a meeting at 95 mph. Although impatient at first, Kefauver finally remembered to ask for the officer's vote.

Here, then, to start with, was a genealogical and social matrix that could be expected to produce a useful citizen: the blending of vigorous blood lines, the responsible, moral and middle-class tradition and the strong-rooted little town itself (only about 800 people then). Estes took part in the usual diversions of a small boy in a small town, did well enough in school, tended his chores and always had a project or two for making money such as raising chickens. He seemed intelligent without being intellectual, industrious without being overearnest, good-natured without being gregarious—in short, as normal as blueberry pie. Everyone thought well of him; no one predicted anything exceptional for him.

Nevertheless, there were special influences at work which may have been decisive. Monroe County, like much of eastern Tennessee, was strongly Republican. Cooke Kefauver was a Democrat. But he became mayor of Madisonville (and was re-elected four times) in spite of the political fashion because his neighbors liked him and respected him for his personal merits. In the 1912 presidential campaign he stumped the county for Woodrow Wilson, traveling spectacularly from one crossroads settlement to another in his 1909 Ford, the only automobile in the county. Robert and Estes, 11 and 9, usually went with him, and while Cooke was haranguing the farmers the boys busily tacked up Wilson posters on the fences and telephone poles.

Kefauver was asked recently when the idea of running for the presidency had come to him. He thought for a moment and said with a small serious smile, "The *idea* goes back to the time I was helping my daddy elect Woodrow Wilson."

If Cooke's example taught him independence and perseverance, Phredonia's taught him the personal kindliness and gentleness of manner that were equally to mark him afterward. "Miss Donie" (who died in 1948) is remembered as a woman of distinguished brunet beauty and of energy, intelligence and charm. She had pride of family, and she was ambitious for her sons. Her standards of conduct were firm and her personality was strong; she ran a disciplined household. But she lived by the larger Christian virtues which were summarized, Estes believes, in words she once wrote in his scrapbook: "Leave no tender word unsaid. Do good while life shall last."

Cooke was in the hardware and real estate business besides running a large farm, and also, while Estes was still a young child, had built the town's only hotel. It turned out to be a poor investment, too big and "modern"—"It even had bells in every room," one still awestruck older citizen remembers—to make a profit. But this place influenced Estes' choice of a career. When circuit court was in session at the old red brick courthouse nearby, the lawyers from out of town would stay there, and after court adjourned they would sit around trading stories and discussing the day's work. To the small boy they seemed quite glamorous, with their city clothes and their talk of far places like Knoxville. The respected grandfather for whom he was named was a lawyer too; the law must be a fine thing. He had decided by the age of 5 or 6, as Cooke recalls, that he would be a lawyer when he grew up.

He was a big, rugged boy, and he soon overtook his brother Robert in size. They were best friends, always together. One day in the summer of 1914 when the brothers were 13 and 11, they and some other boys went swimming in the Tellico River near Madisonville. They decided to race across the river. Estes reached the other side when he became aware of shouts and the sounds of a struggle behind him—Robert was drowning. The others managed to pull him to shore while Estes frantically raced back. They used artificial respiration until he began to breathe again, but he remained unconscious. They carried him home, where he died in convulsions some days later.

Estes seemed stunned by the tragedy. For months he had no interest in anything but reading and stayed as much as he could in his room. He recovered eventually to appear much as before, but with a new degree of reflectiveness and reserve, and, it has been suggested by friends, with a sense of dedication. He was now the only son. Phredonia, as she revived from her sorrow, concentrated her hopes and ambitions as well as her deepest affection on him. Much of what happened later, it may be guessed, was in a sense an attempt to compensate to her and Cooke for Robert's loss, and perhaps even a kind of payment to Robert himself.

It was during the next few years, at any rate, that the first signs of unusual qualities appeared. In high school Estes got generally good grades, was on the debating team, played center on the basketball team and centerfield on the baseball team, and became secretary-treasurer of his senior class and editor of the year book. He was already over six feet tall and strongly built. His nickname was "Big Bill." When he graduated, a classmate handed him a "friendship book" to sign. There was a space where he was also supposed to write down his ambition in life. Estes wrote, "To be President."

THE plane landed at Tampa just before dawn. Senator Kefauver lifted his eye-mask, rubbed his hands over his face as if to reset it for the day, and said mildly, "So, here we are." He took off his soft slippers, leaned over stiffly to slip into his shoes, tied the laces slowly, and then followed the rest of the group into the brightening twilight.

Down south at Key West, doubtless still in bed at this unrewarding hour, were Adlai Stevenson and his similar retinue of assistants and reporters. It was a few weeks since the great Minnesota upset. Florida was the next big primary in which the two candidates would be matched directly, and the outcome would be extremely important. A clear-cut win for Stevenson would indicate that Minnesota had been a freak of politics, while another such heavy loss would perhaps be fatal. For his part, Kefauver needed a good showing to maintain the legend that he was the people's choice and to prove that he could get votes in the South despite his opposition to the southern conservative point of view. Stevenson would be visiting the Tampa-St. Petersburg area the next day. Thus, for the moment, one of the great political dramas of the times was localized, and there was a sense that history could be made here.

At Winter Haven, a small inland city which would be the base for the present trip, the Kefauver party boarded a shiny, air-conditioned, chartered bus decorated with a big sign, "Kefauver Special," and many small signs bearing such messages as "Florida Wants Kefauver" and "Dixie Wants Kefauver." The first stop was Florida Southern College, where a capacity audience was waiting in the school auditorium.

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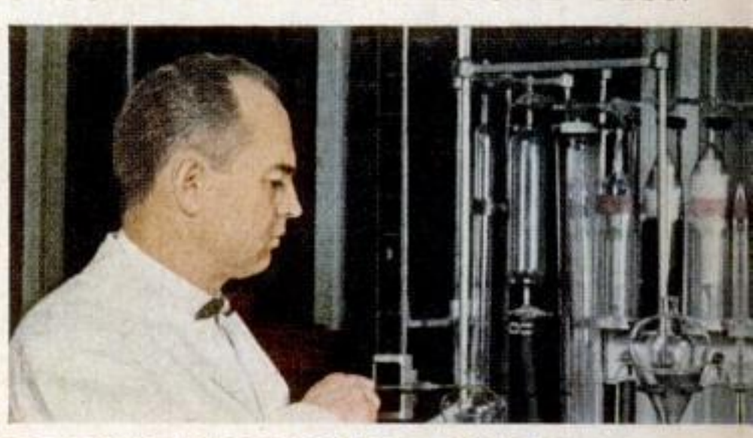


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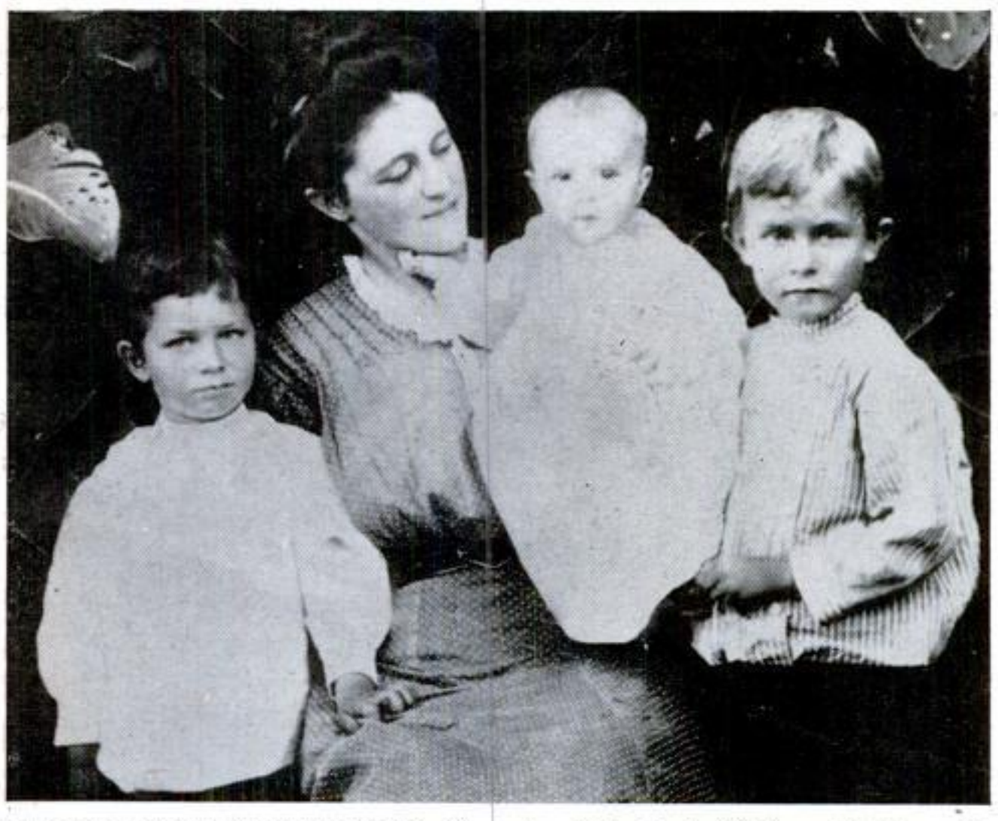
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YOUNG ESTES AND FAMILY gathered outside their Madisonville home in 1908. Left to right are Estes, 5, mother Phredonia with sister Nancy, brother Robert, who drowned in 1914. Youngest sister, Nora, was born in 1911.

KEFAUVER CONTINUED

Kefauver talked about foreign policy. The Republican policies, he said, had been slow to respond to the change in Russia's tactics. The Russians, he predicted, had not changed their goal, which was to communize the world, only their methods. He had visited Russia last summer and talked with Khrushchev and Bulganin. The former was direct and shrewd, the latter charming, with twinkling eyes and an affable smile. They made a good team. Moscow had many fine buildings, and the Moscow subway was a work of art, but all this was window dressing to awe and impress the people. He was glad to be at Southern Florida College and he thanked them for giving him this hearing.

The speech contained nothing that could have been news to any of the students or faculty members, but they applauded cordially at the end, and afterward, out on the lawn, thronged around to shake his hand. Kefauver's expression was pleasant but rather abstracted, like a man who had set himself a certain budget of work and was fulfilling it; the quick grasp, the one-two pump, the momentary glance at the face that went with the hand and a "Hello" or "How are you," then the next person. One wondered what human, emotional contact could have been made in these two or three seconds. But the students, coming off the line like freshly labeled jars at a pickle packer's, seemed pleased and even somehow triumphant; now and then one held up his right hand and exhibited it grinningly to the crowd. One could imagine bins of letters at the campus post office that night, addressed to hundreds of places in the state, all beginning, "Dear Mom and Dad—Today I shook hands with Senator Kefauver." And, in turn, the mothers and fathers mentioning this in the neighborhood, at the office, at the grocery store, in the sidewalk conversations after church. Thousands of people would be given, however remotely, a sense of personal identification with him and would carry it with them into the polling booth.

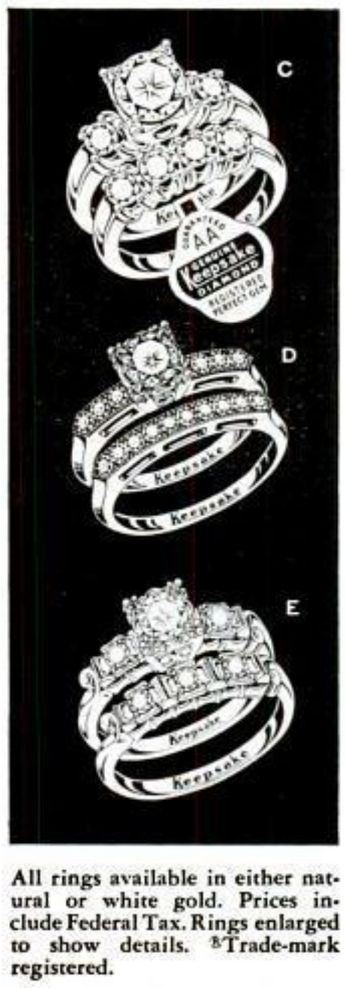
All day long the Kefauver Special rumbled along the highways, stopping now and again at the little towns where Kefauver walked the streets, shaking hands with whoever happened along, dropping in at shoe stores, soda fountains, banks, newspaper offices, department stores with his solemn, straightforward little message, "I hope you'll vote for me," or "I'll appreciate your help." His presence caused few signs of excitement or enthusiasm. Most of the people smiled and looked at him with more curiosity than warmth, and some seemed rather embarrassed. Yet, following in his wake and asking what they thought of him, one found an almost uniformly favorable response. "He's sincere." "He's a good, honest American." "He's not a showman, he's real down to earth." "There's nobody behind him." "He's not too proud to come and meet the common people." Now and again there were echoes of what, back in Washington, could have been identified as a political issue. "He's against monopolies." "He's in favor of the small farmer." But the responses were basically in terms of emotions. They liked him. In an age of averageness and mass appeals, of political "packaging," they had been made to see

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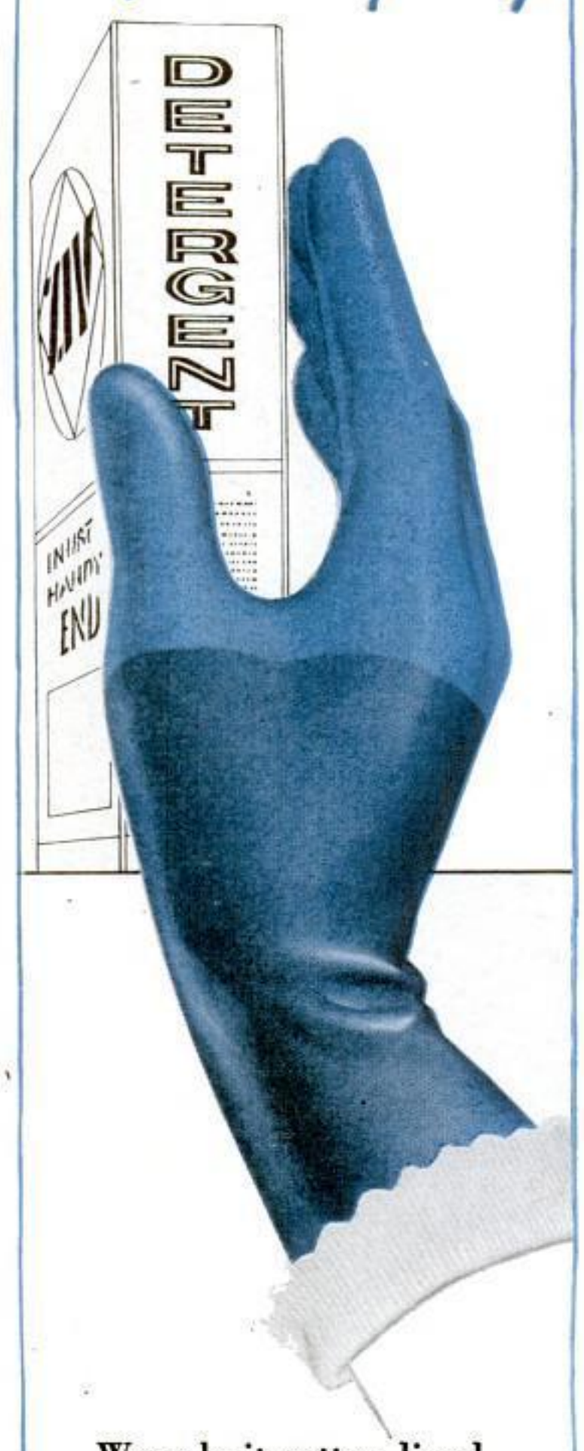
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ON MOSCOW VISIT in 1955, Kefauver is led toward Lenin-Stalin tomb with group mostly of French tourists. Later he saw Bulganin and Khrushchev.

KEFAUVER CONTINUED

themselves as individual, free and independent American voters, and obviously they liked the feeling.

There was a speech that afternoon at Bartow from the steps of the town hall, and another that evening in the park at Lakeland, where he talked from an old-fashioned, bunting-draped bandstand. He spoke about "our Southland" and said, "I was raised in the hills up in east Tennessee, the little town of Madisonville. I came from a small place just like most of you." They could tell where he stood by his voting record. He was for "the plain people" and "the average person of the nation"—"I'm *interested* in you." He believed in better Social Security benefits, in "a place in the sun for the small farmers," in more local hospital facilities for veterans, in higher pay for postal workers, in protecting small business against "the big interests," in building a national road system ("Wall Street influence" had been holding this back), in building more schools and paying teachers better. He was against "the spirit of Herbert Hoover which is still prevalent in Washington today"; and against war, monopolies, juvenile delinquency, "any unfair labor laws that will oppress and strike down the working man," and nematodes, the root-eating insects that recently have become a menace to Florida citrus groves. He felt "anxious to have the opportunity of being your President because a lot of things could be done. I'll make you the very best candidate, the best President that I can."

The speeches were, as someone commented, "cafeteria type—something for everybody." But in amongst the banalities and political molasses was a consistent theme of left-liberalism: against economic centralism in private hands, for government centralism in the interests of the welfare state. This was a conservative population. Their faces, as Kefauver spoke, were attentive, sober and noncommittal. Yet, passing at random among them afterward, one heard remarks such as, "He hit some important points" and "He doesn't promise more than he can deliver," and—again and again—"He's for the average person" and "He seems like an honest, sincere man." And another, meaningful refrain—"He doesn't talk over people's heads."

Therein evidently lay the answer. It was not the content so much as the manner that had registered. As a perceptive student of politics, Richard Nixon, once observed: "It's fundamental in politics and it's a matter of intuition—trust. If the people trust a man, it doesn't matter much what he does or says." Kefauver's very defects as a speaker—the slow delivery, the occasional stammer and groping for words (always the simplest words), the modest tone with its lack of emphasis in saying even bold and contentious things and its faint sugarings of rural southernisms ("futher " for "further," "hep" for "help"), the plain, guileless face and dogged stance at the rostrum—all this gave a semi-amateur flavor to his performance and lent reasonableness to what he said. Here, obviously, was no "slick politician" but a man of Lincolnian simplicity—and, since he was a bona fide candidate for the presidency, a man of perhaps other Lincolnian qualities. For such an

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assumption was easily, almost automatically, made: a man "big enough to run for President must be a big man."

When the evening speech was over, and after Kefauver had shaken the hand of every lingering member of the audience, one of his local supporters suggested there was still time to stop in at a rally for county Democratic candidates that was going on at the ball park. With a police car in the lead, the Kefauver Special rolled urgently toward the scene. But the rally was over—only a few dozen stragglers remained. Kefauver moved among them, enveloping them, adding them to the day's bag. The bus returned to Lakeland and dropped anchor at a little all-night restaurant. Kefauver shook hands with the few voters at the tables, moved to the counter to shake hands with the waitresses, ordered coffee, and then saw a Miami newspaper on the counter. A big headline said, IT'S A NEW ADLAI IN FLORIDA. He picked it up and read raptly.

Soon the highway patrolman who had led the abortive sortie to the ball park appeared with the news that there was a big crowd at a Passion Play a few miles out in the country. Kefauver's secretary, Lucile Myers, objected, "But Senator, you're tired. You haven't had any sleep for nights now. Your eyes are getting red." He hesitated, his face sad and puffy with fatigue. Then: "Well, let's go over for just a few minutes." "Oh, my goodness!" Miss Myers muttered in disgust.

'It's a slow, hard way . . .'

BY the time the Kefauver Special reached the rural amphitheater the play was over and the last cars were driving away. A few lights still shone in the parking lot. Kefauver descended from the bus hopefully, walking about and peering into the gloom. Several teen-age boys came running up to investigate the shiny bus and the tall figure roaming forlornly near it. Kefauver shook their hands and jokingly asked if they would vote for him. With great glee they agreed. "Remember now, I'm counting on you to help me," he called, climbing back into his seat.

The Kefauver Special wheeled around, emerged onto the dark highway, and settled on the long ride back to Winter Haven. Kefauver put on his eye mask and his soft slippers. He shouldered his seat back as far as it would go, propped his long legs on the top of the next seat forward so that the slippered feet dangled in space, and let his arms fall to his sides. There was exhaustion in every line of the figure; the slippered feet wobbled inertly with the bumps in the highway; he was asleep.

One thought of a remark one of his campaign workers had made earlier. "It's a slow, hard way to be President."

"I never have gotten things on a silver platter. I'm not a silver platter candidate."—Senator Estes Kefauver.

Relevant or not to the issues of the times, the statement has the elementary virtue of being true. It had been a slow, hard way most of the way from Madisonville. He had arrived in 1920 at the University of Tennessee with a straw suitcase and a suit that shimmered between red and green: "—just about the most 'country boy' you ever saw," a schoolmate remembers. A cousin managed to get him into a fraternity, Kappa Sigma, and the members began to polish him. The peculiar suit was taken out to be pressed and came back with the seat of the pants scorched by the marks of a big flatiron. Little by little, under the supervision of the upperclassmen, he got a new wardrobe and new social manners. Eventually he became editor of the school newspaper, president of his class, president of the All-Student Club, and president of the Southern Federation of College Students. He was an athlete, too, a high jumper, shot putter, and champion discus thrower on the track team and finally captain of the team. He had a harder time at football, but he kept at it doggedly until he made the varsity his junior year as a tackle. He played every minute his last year and got to be known on the sports pages as "Old Ironsides."

He worked in the summers to help pay his way. The jobs were mostly hard, muscle-building ones in the coal mines and lumber camps and they left him, he has said, permanently sympathetic toward ideas of better pay and conditions for working men. After he graduated he coached high school athletics and taught math for a year at Little Rock, Ark., then went to Yale for his law degree. With his savings, and the money he earned washing dishes, tutoring, clerking in a bookstore and firing furnaces, he got by with almost no help from home. He graduated in 1927 in the top quarter of his class.

The same qualities of surface amiability and driving purpose that had made him a success in school served him equally well in the law. One of his former partners has said, "Keef was one of the

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Honors as well as a good deal of money soon began to come to him. He became East Tennessee vice president of the state bar association, a Rotarian, chairman of a citywide group to attract new industry, and a leading member of a civic reform group called "The Volunteers." In 1935 he interrupted this blooming career and a lively bachelor life to pay court to Nancy Pigott, a charming, green-eyed, red-haired girl who had arrived from Scotland to visit her mother's sister (her parents, though they lived abroad, were both Americans by birth). Determination again won; he followed her to New York when she left and later to Scotland, where they were married. But soon he was back in the thick of the Volunteers' reform movement, pressing for the adoption of a city manager form of government.

Quite clearly, he was ripe for the beginnings of a larger public career. He ran for the state senate in 1938 and was defeated. But he had found an admirer in the new governor, Prentice Cooper, who asked him to become state tax commissioner. Kefauver reorganized the office and pushed some tax reforms through the legislature, then returned to his law practice with general kudos for good work. Not long afterward Sam McReynolds, the district's congressman for eight terms, died. It was not necessary for anyone to point out to Kefauver his correct course. He won the special election and in 1939 he and Nancy arrived in Washington.



NEWLYWEDS Nancy and Estes Kefauver honeymoon in Scotland.

Kefauver served nine years in the House. He was not a distinguished congressman, but on the whole he was quite a good one—hardworking as always, attentive and intelligent in committee, and effective, if never eloquent, in defending his ideas. He voted the New Deal and Fair Deal line, and if he deviated from it could ordinarily be found to the left. His "liberalism" has been accounted for by detractors as opportunism, the self-seeking posture of an ambitious politician growing up in the Roosevelt era. It has been explained by friends as the natural response of a sympathetic and idealistic person who grew up among working people and small farmers and knew what it was to work hard for small reward. His own typically underamplified explanation is that he has always been aiming for "a government with a heart." Whatever the cause, the effect was consistent: in analyzing his voting record during all the years he has served in the House and Senate, the Americans for Democratic Action faulted him on only seven votes and during four years gave him perfect marks.

His special fields of interest were antimonopoly legislation, congressional reorganization (he co-authored a book on this subject, *A 20th Century Congress*) and the Tennessee Valley Authority, for which he became a leading spokesman in Congress. Among many of the substantial citizens of his home district he was considered a radical. But he stood well with small businessmen, the "good government" groups and public power fans, and, of course, organized labor. Most important, he answered his mail. The chances were that he could have gone on being re-elected to his House seat almost indefinitely. Instead he decided in 1948 to try for the Senate.

Undoubtedly this was a bold and even rash decision, for he would be matched against the organization of E. H. Crump, the famous boss whose ironclad control over the Memphis vote had been the decisive force in state elections for many years. On the other hand, a good many leading citizens and newspapers were anxious to break down "Crump rule." So there would be support;

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BARNSTORMING IN FLORIDA, Kefauver addresses a rally at a Jacksonville Beach center where sign warns bathers against improper use of fountain.

KEFAUVER CONTINUED

and besides, as Kefauver has recalled, he had "a feeling" that the machine could be beaten and that he was the man to do it. The "feeling"—what one of his aides calls "his ninth sense about politics"—prevailed.

The later Kefauver, the political maverick of 1952 and 1956 whose actions his colleagues find so hard to understand, is to a very large extent the product of this campaign. It produced a trademark, a method, and apparently also a *mystique* which were to mark him from then onward. The trademark came about when Mr. Crump called him a Communist sympathizer and likened him to a thieving raccoon. Charles Neece, Kefauver's campaign manager, promptly turned the blow by having his candidate put on a coonskin cap and announce, "I may be a coon, but I'm not Mr. Crump's pet coon." The method, which was to transform the handshake from a political amenity to a dreadnaught weapon, seems to have been inspired mainly by Silliman Evans, publisher of the Nashville *Tennessean*. Evans, a wise old student of politics, told him to go out and introduce himself to 500 people a day or, as the magic words have also been remembered, "shake hands with 50,000 people between now and election." Kefauver had always used the close-in, personalized, handshaking approach in his campaigns, but now he applied himself to it with a relentlessness that took him into every county and up and down the remote country roads to touch palms with more than the suggested 50,000 people. When he won—so some of his friends suggest—the lesson had the impact on him of revealed truth. He had been an underdog, but he had physically "taken his cause to the people" and had found his strength among them. He had gambled heavily on his "feeling" that he could beat a theoretically unbeatable machine—and he had succeeded. Political organizations were important (and he would afterward build a good one in Tennessee) but they need not stand in the way of destiny. And he had acquired a sense of destiny. As one friend has put it, "Estes feels he's inevitable."

It was Philip Graham, publisher of the Washington *Post*, who next appeared as destiny's assistant. A *Post* series on the underworld made Graham believe the subject needed congressional investigation and he thought of Senator Kefauver as a good man to handle it. The inquiry, as Graham realized, might well uncover connections between racketeering and some state and local political machines, and the reformist, liberal, independent Kefauver—"the man who beat the Crump machine"—would be well cast. Kefauver himself took some selling on the idea, but once he had the job he went at it with a thoroughness and impartiality that won him the respect of his committee colleagues and of the nation. He had already made a good reputation in the Senate as one of the new, rising generation of Southern liberals: a Fair Dealer across the board, and a strong internationalist who went even beyond his party's doctrine to embrace the ideas of Atlantic Union. Now he became one of the real stars of the Senate in the public estimation. TIME called him one of the ten best senators; Washington reporters voted him second best (they put Paul Douglas first) and called

CONTINUED



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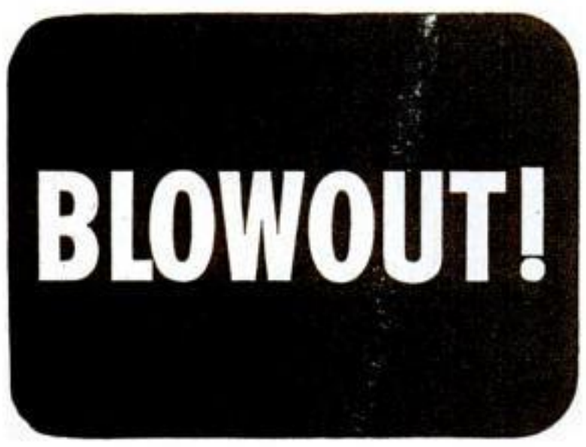
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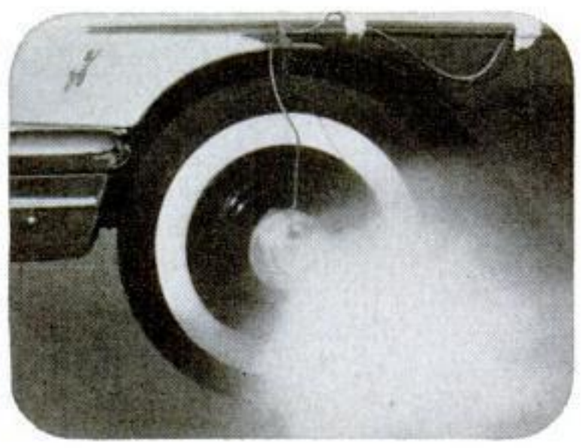
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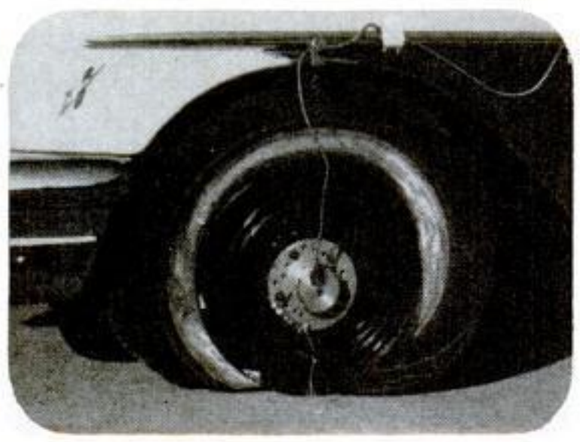
2. But this Pontiac has new 1956 *Safety* Power Steering. Watch as GM test drivers try it again . . .



3. BLAM! A dynamite cap blows another tire at 55—but the car hardly veers an inch off course!



4. Driver easily holds car straight along white line; hydraulic power resists severe wheel twists.



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If you value the safety of your family, need we say more? *Safety* Power Steering is so good it's standard equipment, or optional at a price too low to pass up, on General Motors and other fine cars for 1956. Chevrolet's linkage type costs even less. Saginaw Steering Gear Division of General Motors, Saginaw, Michigan.

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him "bright, able, courageous . . . puts patriotism above politics."

To Kefauver, as the 1952 campaign approached with no strong Democratic candidate in view, it must have seemed as if destiny were standing impatiently just up the street shouting for him to hurry up. To be sure, he had destroyed Scott Lucas, the Democratic leader in the Senate, and had antagonized a number of other political leaders, including Harry Truman, in the course of his crime committee hearings. And to be sure, he had no seniority in the Senate and would be offending the proprieties by reaching for the main prize so soon. As one of his colleagues has put it, "It's like somebody joining a church and running for deacon right away. You can't *do* that. You have to spend some time first in the pews with everybody else." But the *mystique* was at work. He could hear the voices of the people calling, and he had that old familiar "feeling." He could lick the machine.

The national organization that he and his largely amateur following put together was flimsy and the convention strategy was almost nonexistent. One of his convention workers remembers: "I figured Estes had a master plan in mind, and when Truman pulled the rug out from under us I was waiting for him to tell us what it was. It turned out there *wasn't* any plan—just hope."

There was a sense of genuine tragedy in the proceedings. Kefauver's assets were real ones, and his successes in the primaries had been impressive enough to encourage valid hopes. When the convention closed he stumbled away exhausted, emotionally tormented, and very close to collapse—self-victimized by a faith that had closed his eyes to reality, brought down by the old Greek sin of overweening ambition.

'Inclined to run'

NOW it was 1956, another election year, another chance. In effect, he had never stopped running. He and his staff had kept in touch with the old Kefauver-for-President groups around the country. Whenever he traveled—and he traveled a great deal, giving lectures, presiding over a new roving senatorial committee on juvenile delinquency, going to Europe several times on Senate business or vacations—clouds of postcards signed "Estes" descended over the domestic political landscape. A committee of his close friends had met last fall when he was in Europe, and had recommended to him, when he arrived back in Washington, that he should make the race again. He felt, as he has said, "inclined to run." But '52 had tempered his "feeling" somewhat; there were one or two things he wanted to think about first.

The most important of these was resolved when he visited Harry Truman in Missouri and learned that Mr. Truman proposed to be "neutral" this time. He also talked with Lyndon Johnson, Sam Rayburn and other party leaders and found (to his satisfaction, at least) that they also wanted this to be an "open" convention and that "they wouldn't put obstacles in my way." Adlai Stevenson had the support of an overwhelming number of the state leaders, and to most political observers seemed unbeatable. But, Kefauver says, "I had the feeling the power there wasn't as strong as it looked. Like Crump's wasn't as strong as it looked."

Late last year he began to form an organization for the campaign. And this time he was able to enlist several people who had been close to Truman—particularly "Jiggs" Donohue, former commissioner of the District of Columbia, who became his campaign manager, and J. Howard McGrath, former Democratic National Chairman, who became vice chairman of the campaign. Truman's neutrality thereby was tested and evidently was real. But among the senators, the governors, and almost everywhere he looked for support, there was none. The response might have chilled a less impermeable character, but Kefauver's reaction was, "I figured they'd come around if I could show them I'm the best vote getter. The party has been out of power four years, and it's hungry. They'll take me if they think I'm the one they can win with." So he had gone out to show them, to "make it build like a wave" in the primaries, of which Florida's would be among the most important.

On this second day of the trip he had risen at 6 a.m. to drive to Tampa for breakfast with his campaign helpers there, had gone to a cigar factory then to pass down the long row of workers, shaking hands with the same automation-like economy that the workers applied to their own tedious trade, and now stood on the factory steps in the bright morning sun shaking the hands of union leaders, factory executives and stray workers. Across the street, from the junior high school there, came the sounds of an orchestra struggling through practice. A dozen or two girls and boys gathered in the school yard and stared across at the unusual scene with bright-eyed interest. Suddenly there was the whine of a siren and

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RUGS AND BROADLOOM—LOOMWEVE*

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several cars rolled to the curb. A shout went up, "It's Adlai!"

The crowd surged across, leaving Kefauver beached on the factory steps with a few protectively hovering campaign helpers. In a moment he crossed the street also and moved through the jostling mass to the man the party had chosen in 1952. They came together with "Hello Estes," "Hello Adlai," shook hands and smilingly exchanged campaign buttons. Then Kefauver ambled off to the bus rather distractedly. Some minutes later he remembered to take off his Stevenson button.

He toured the American Can Company factory in Tampa that day too, spoke at an assembly at the St. Petersburg Junior College, held an afternoon reception at a hotel there, returned to the Tampa area to speak at a veterans' fish fry, came back to St. Petersburg to speak for a big crowd in a public park, and topped off the evening at a dance held by the Greek-American Society. The next day he spoke at breakfast to a group of real estate and title insurance people, flew to Miami where he handshook his way around the main business district, spoke at a union hall, went square dancing at a municipal auditorium in a suburban area, and arrived back at his hotel in time to pack before catching a night flight back north.

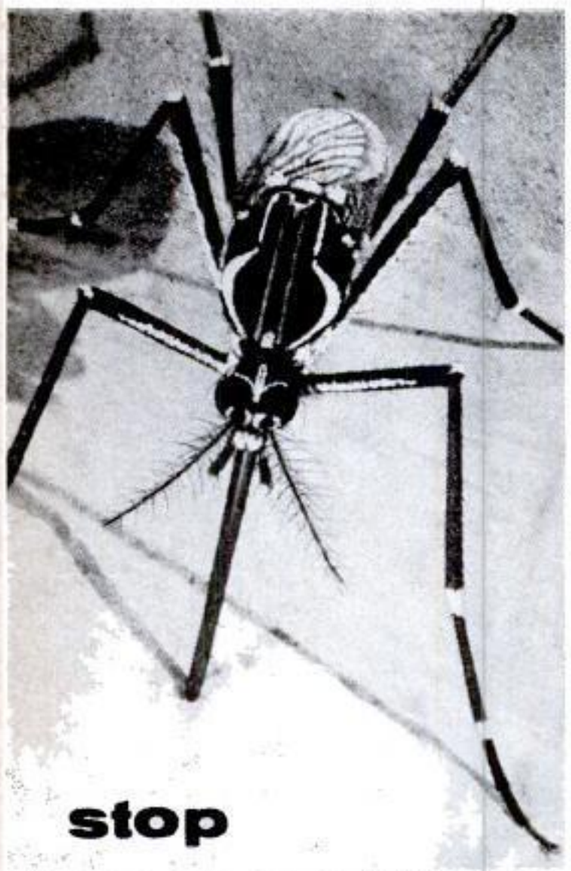
On the grounds of endurance alone, whatever the results might turn out to be, it had been an amazing performance. But *why* did he drive himself to such a performance, why was it so urgent that he win? The sad, tired face clouded over and he sat for a long moment, then said, "I just have a tremendous desire to try to do a lot of things that are not being done or are not being done right."

It was as near as he could come, one supposed, to articulating the unexpressible. In Washington, they wrapped it all up and snapped it off in a word—"Presidentialitis." But that hardly seemed adequate either. Washington is full of cases of Presidentialitis: there is a saying that if anybody were to walk into the Senate cloakroom and call out the words "Mr. President," every man present would turn around automatically. With Kefauver, obviously, it was not merely the usual itch to be President. The images floated up: the boy campaigning for Wilson with his father, the death of the brother, the loving and ambitious mother, the country boy being hazed at the university, the hard work and mounting success, the David and Goliath outcome of the Crump fight, and out of it somewhere the sense of destiny, the sense of being "inevitable."

He left to ride all night, to campaign in Pittsburgh and Chicago, Los Angeles, Spokane, Seattle, Washington, Atlanta and a few score other places and to return this week to Florida for another—his sixth—swing through factories, union halls, town squares, farmers' markets, shoe stores and square dances before the primary on May 29. Even his campaign workers felt sorry for him. Indeed, in trying to define the peculiar quality of their loyalty and real affection for him, this was a factor: they felt pity for him. It was a natural and easy emotion until it was overcome, as one stopped to think, by another: a suspicion that sooner or later, maybe not this time but in 1960 or 1964 or sometime, it would pay off. The dream would become real. The inevitable would have happened. He really *would* be President.



PAUSE IN DAY'S OCCUPATION does not come until after 3 a.m. when Kefauver stretches out in a police car while waiting to catch a plane at Tampa.



stop MOSQUITO bites

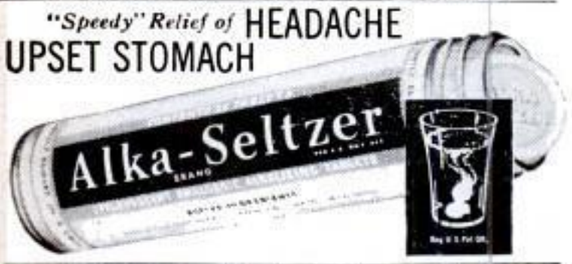
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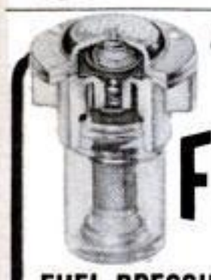


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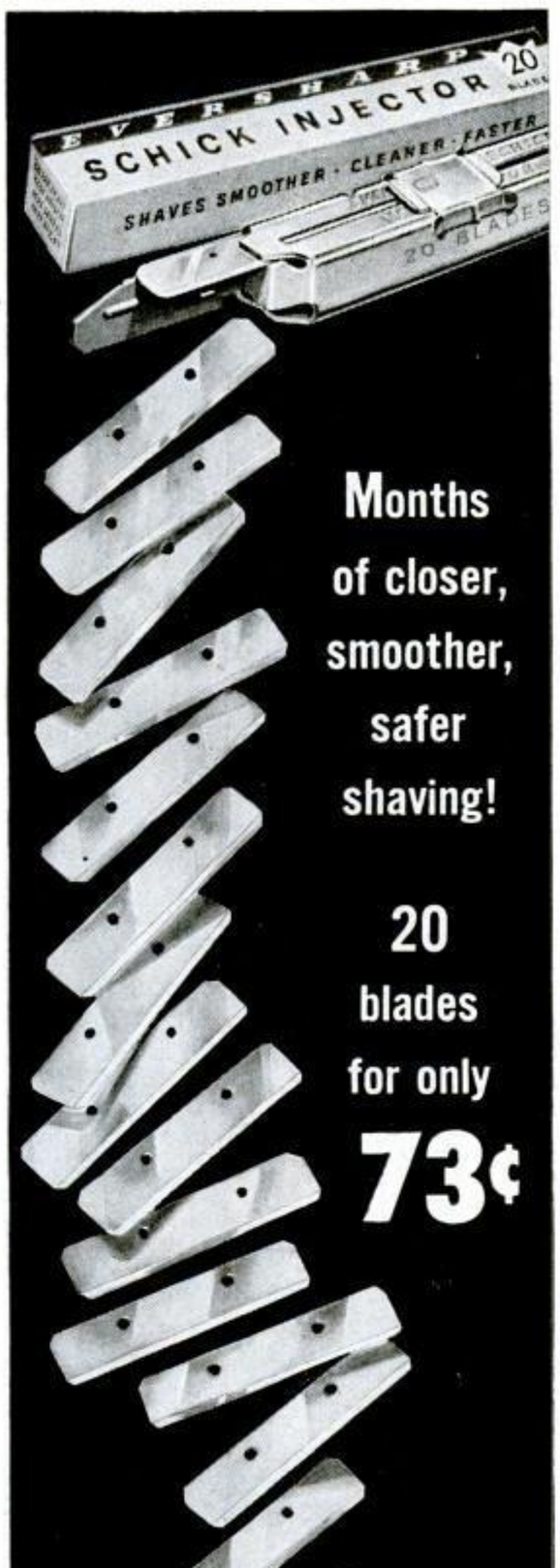


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GALA FOR FRIEND

Washington takes to Sukarno and vice versa



ESCORTING FIRST LADY, Sukarno arrives at banquet. President and ambassador's wife follow.

Official Washington was last week putting on its best show for a foreign visitor and the visitor was putting on quite a show himself. Minutes after President Sukarno of the new Republic of Indonesia received a 21-gun salute at Washington airport, he set the friendly tone of his tour by handshaking his way through a crowd with a winning informality that Estes Kefauver could envy (*below*).

Years ago, imprisoned by the Dutch for his part in the fight for Indonesian freedom, Sukarno had been deeply stirred by the writings of Washington, Jefferson and Lincoln. Now, as leader of 83 million people, in frank and moving speeches on human freedom (*Editorial, p. 47*), Sukarno called these Americans "the heroes of modern democracy."

As a devout Moslem, Sukarno found time in a breakneck schedule to pray five times each day. At lunch with President Eisenhower he exchanged toasts in orange juice, as he did later at his formal state dinner honoring the Eisenhowers. While Sukarno held diplomatic conferences with Secretary of State Dulles and other officials, his son Guntur explored some of young America's pleasures (*far right*).

From Washington, Sukarno and his party will take a two-week swing around the U.S. His visit is of vital importance because Indonesia is committed finally neither to the Western democracies nor to the Communist bloc. Sukarno's impressions of his stay here will take on added significance later this year when he goes to Moscow for the red carpet treatment there.



PRESIDENT SUKARNO'S DINNER honoring his presidential host was held in ballroom of Mayflower

FLAILING AWAY AT GONGS AND OTHER NATIVE





SALUTING A SHY FRIEND, President Sukarno greets 5-year-old Richard Peterson of Duluth, who held Indonesian flag. Sukarno leaped from car to greet Richard and others who were lining the street.

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Hotel. Sukarno, with Mr. and Mrs. Eisenhower, is at the head of the table. Said Mr. Eisenhower, "No one can leave this room tonight without some new thought, feeling and concept of freedom."



A YO-YO LESSON is given Sukarno's son Guntur, 11, by Vice President Nixon's daughter Julie, 7.



ON A SIGHTSEEING TOUR, Guntur (*left*) visits a Maryland amusement park as guest of the Nixons.



DRIVING A DODGEM CAR, Guntur grips wheel. He also rode the Ferris wheel and the roller coaster.

INSTRUMENTS, A GAMELAN BAND PRODUCES INDONESIAN MUSIC AT THE BANQUET GIVEN BY SUKARNO



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LOOKS LIKE HORSE SENSE

Everyone knows that horses can't read or reason. But the fact remains that when a Wilderness Society horseback party, pack-tripping through Idaho's Bitterroot Primitive Area, paused to camp for the night, a nosy horse looked over the shoulder of rider Howard Zahniser as he checked a map showing the following day's route. The horse had what could only be taken for a look of foreboding. Next day, when members of the party awoke, they discovered that this horse and 14 others had broken their hobbles and fled, leaving the party afoot 20 miles from their base.

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Another adventure in one of the 87 lands where Canadian Club is 'The Best In The House.'

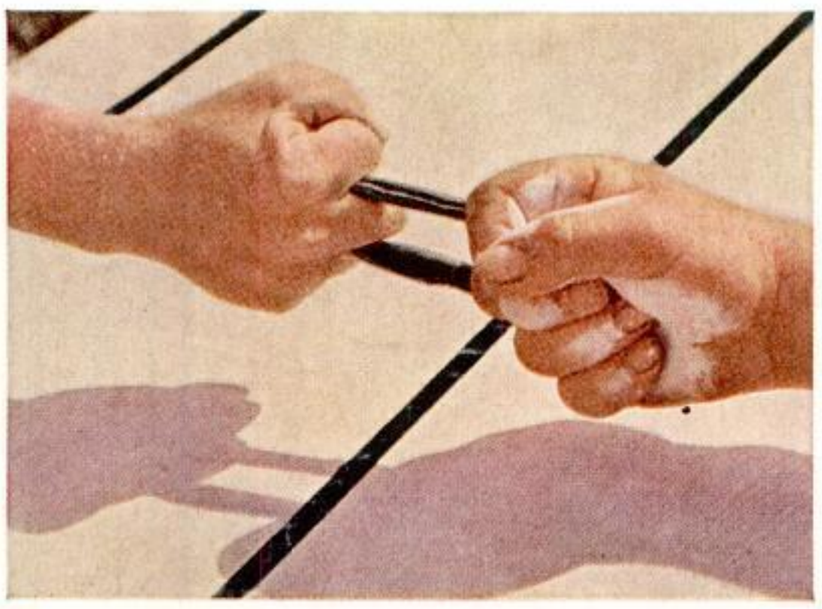
I was all thumbs in Bavaria's sport of

FINGERHOOKS

1. "They call it Fingerhakelm, they play it in Bavaria as they have for centuries, it looks very simple, but Fingerhooks made a monkey out of me," writes James Dimick, an American friend of Canadian Club. "It was in Geitau, a little town in the Bavarian Alps, that I discovered this fiendish game. I wanted a crack at it. The Bavarians were most hospitable. But the local champ yanked *this* Yank clear off his feet.



2. "One finger only is the rule. In olden times, contestants merely linked middle fingers. Now they use a rubber-covered steel ring. Object of the contest is to pull your rival's shoulder across a center line.



3. "Chalked with resin for a good grip, my knuckle ached as I strained against the champ. Matches have been known to last nearly an hour. Ours was over almost before it began. With a mighty heave, my adversary almost pulled me into his lap.



4. "After I got the hang of it, I fared better. I fared best when my host paid me the compliment of serving me Canadian Club."



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